MIMO

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MIMO

Final Dissemination Report and Exploitation Plan

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[1] OJ L 79, 24.3.2005, p. 1.

Final Dissemination Report

Andreas Richter, Verena Höhn, Nicholas Eastop, Norman Rodger

1. Introduction

Dissemination activities were coordinated by a specific work package (WP6) in order to efficiently disseminate information about the project's existence, aims, and possible uses by various target groups. The main objectives of WP6, as stated in the DoW were:

- To effectively disseminate information about the project to the general public, as well as specific target groups, such as musical instrument specialists, higher education, music industry, etc.

- To define, identify and aggregate new participants.

- To create a business plan and exploitation plan.

- To address project maintenance and sustainability after the EU-funded phase.

Additionally WP6 helped to facilitate the exchange of information between partners by providing a structure that channelled internal communication.

Finally, through the formation of a sustainability sub-group, WP6 established the mechanisms for continued access to the MIMO's digital output for a minimum period of five years after the end of the project.

The purpose of this report is to highlight the main achievements in WP6 by presenting the dissemination strategies and activities of all partners and work of the sustainability sub-group.

The main dissemination strategy of MIMO had two main pillars: web-based and in-person.

2 Web-based dissemination

Web-based dissemination was based around the project website, newsletters and several web 2.0 tools, the most popular one being Facebook. MIMO generated a large user group, principally due to the website and the Facebook page.
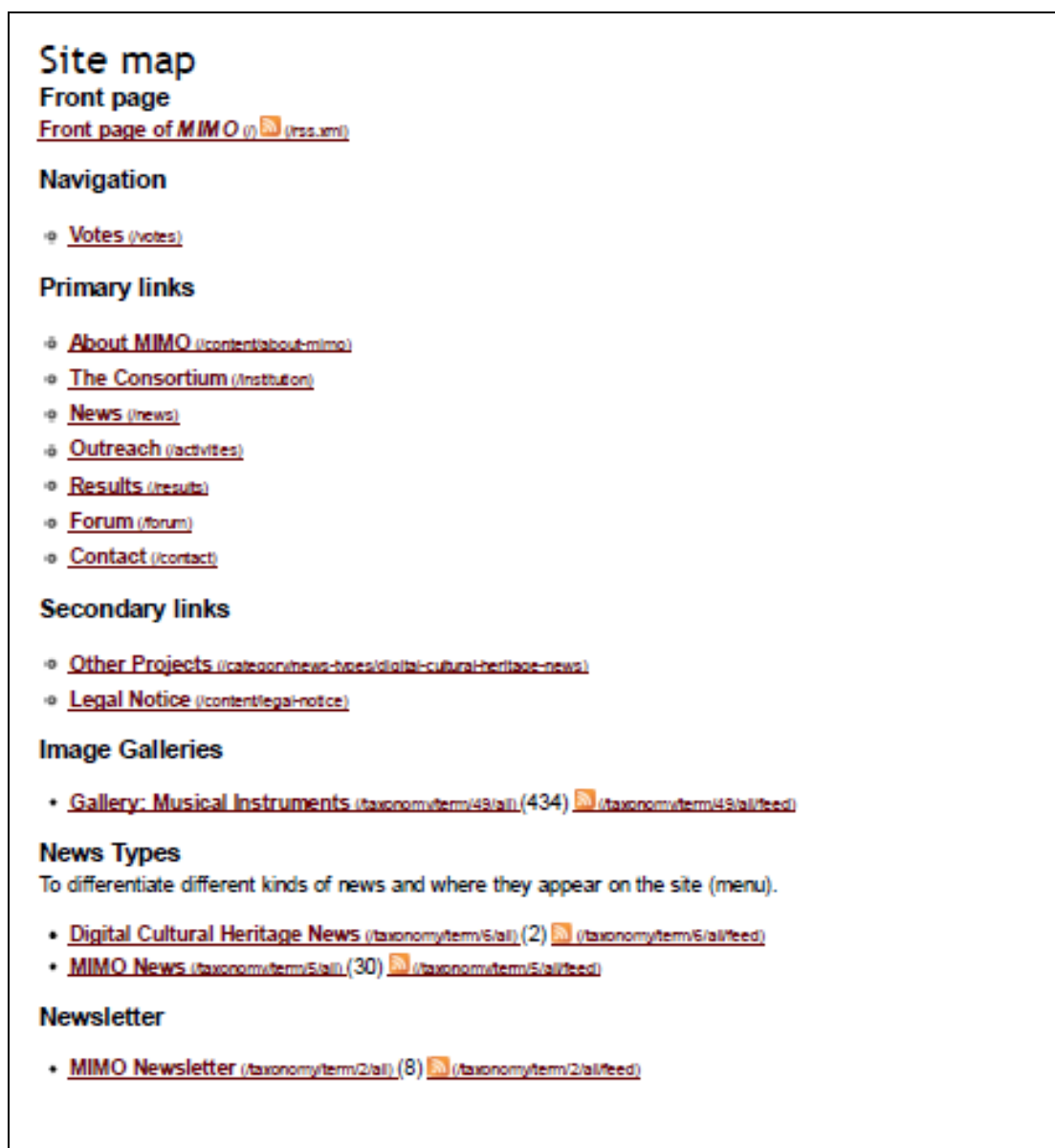
2.1 Project Website

The **MIMO website** - www.mimo-project.eu - was constructed by the WP6 team using the Drupal CMS system. Led by SPK in Berlin, working closely with the Project Coordinator Norman Rodger (UEDIN) it was based on a concept that had been agreed at a development meeting in Berlin in September 2009. A basic version of the site was posted immediately after the launch of the project in September 2009 (M0), with additional content added over the next seven weeks.

The public site offered information about the project and its consortium in the six languages of the partnership – English, French, German, Dutch, Italian and Swedish. It was used to distribute news and announcements, informing about upcoming and past events, share media coverage and display public results. All project partners contributed content to the site.
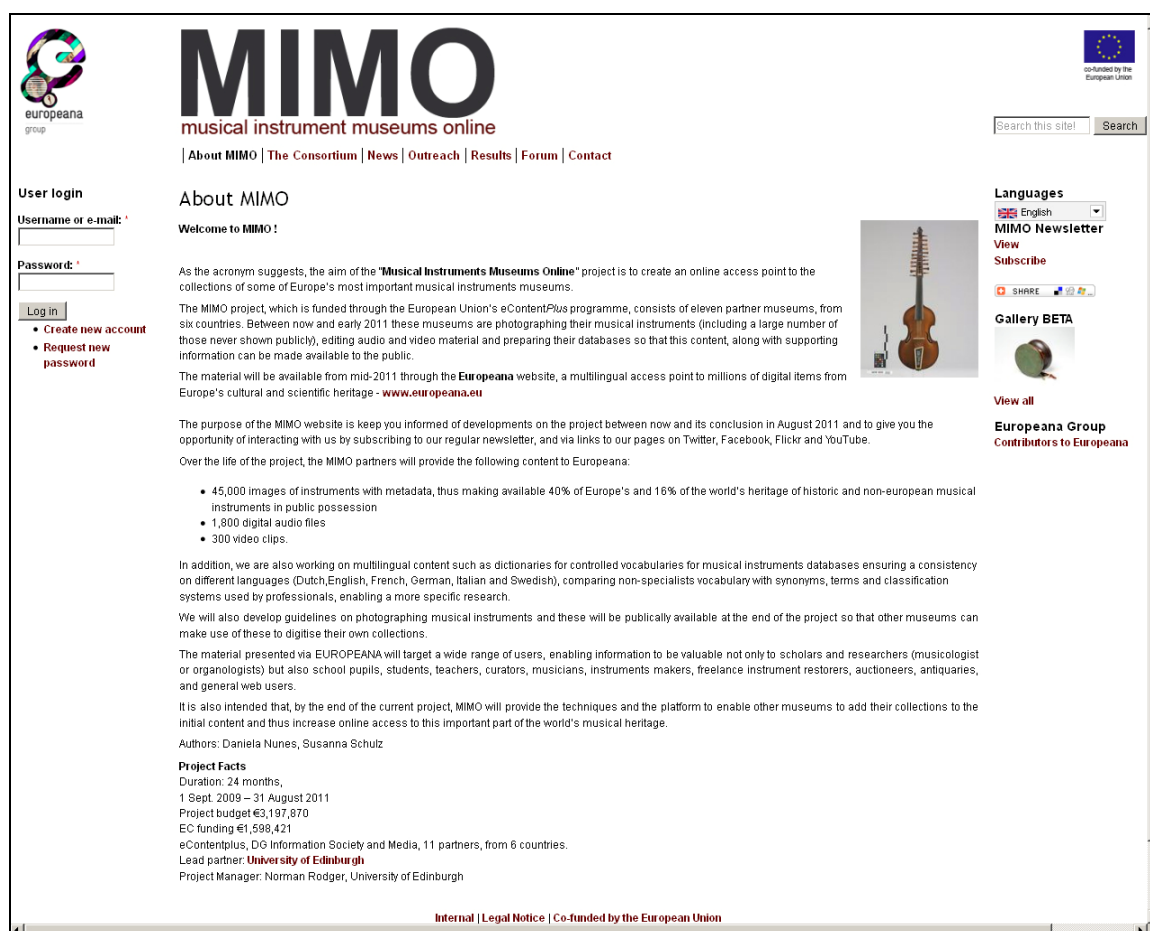
Screenshot from August 24th, 2011

The site was regularly reviewed throughout the project, in response to user feedback (both internal and external) and new features were added, while others were removed. An overview of the website's final structure is given in the site map below.

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Site map
Front page
Front page of *MIMO* (/) 🔊 (/rss.xml)

Navigation

- Votes (/votes)

Primary links

- About MIMO (/content/about-mimo)
- The Consortium (/institution)
- News (/news)
- Outreach (/activites)
- Results (/results)
- Forum (/forum)
- Contact (/contact)

Secondary links

- Other Projects (/category/news-types/digital-cultural-heritage-news)
- Legal Notice (/content/legal-notice)

Image Galleries

- Gallery: Musical Instruments (/taxonomy/term/49/all) (434) 🔊 (/taxonomy/term/49/all/feed)

News Types
To differentiate different kinds of news and where they appear on the site (menu).

- Digital Cultural Heritage News (/taxonomy/term/6/all) (2) 🔊 (/taxonomy/term/6/all/feed)
- MIMO News (/taxonomy/term/5/all) (30) 🔊 (/taxonomy/term/5/all/feed)

Newsletter

- MIMO Newsletter (/taxonomy/term/2/all) (8) 🔊 (/taxonomy/term/2/all/feed)
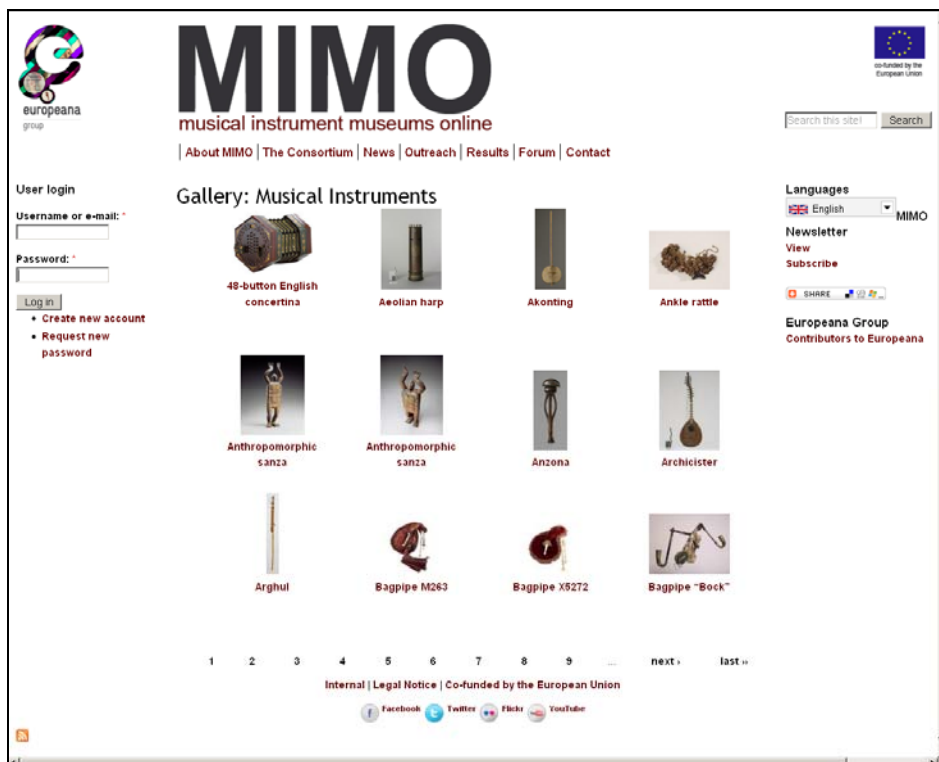
Screenshot from August 24th, 2011

For example, a forum was set up in the early months of the project as a means of creating interactive communication between partners and the public audience but as this did not prove especially popular it was quickly removed. In general feedback tended to be given via email.

In order to maintain interest in MIMO during the development phase, especially as no content was scheduled to be visible on Europeana for most of the project's lifespan, an online gallery was created to give the public a taste of the partners' collections and to make the project website more visually appealing. This included more than 400 photos of musical instruments from all partner's collections, along with supporting metadata.

A randomly changing thumbnail image of an instrument from the Gallery appeared on the right of the home page of the MIMO site: this could be viewed in detail by clicking on the thumbnail.
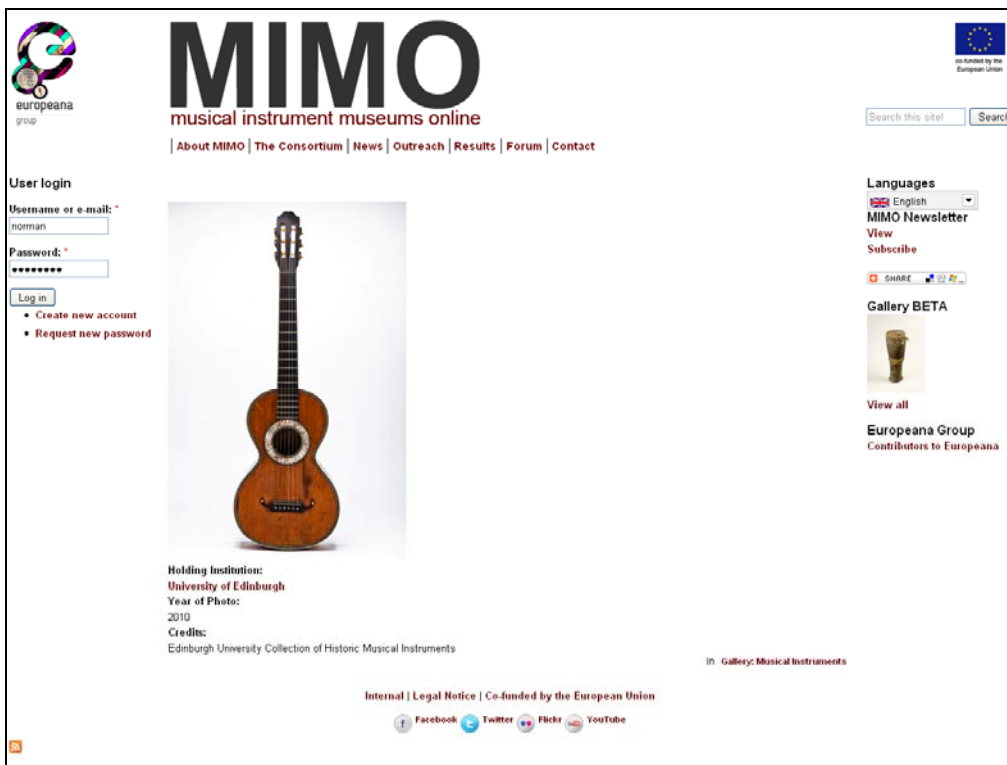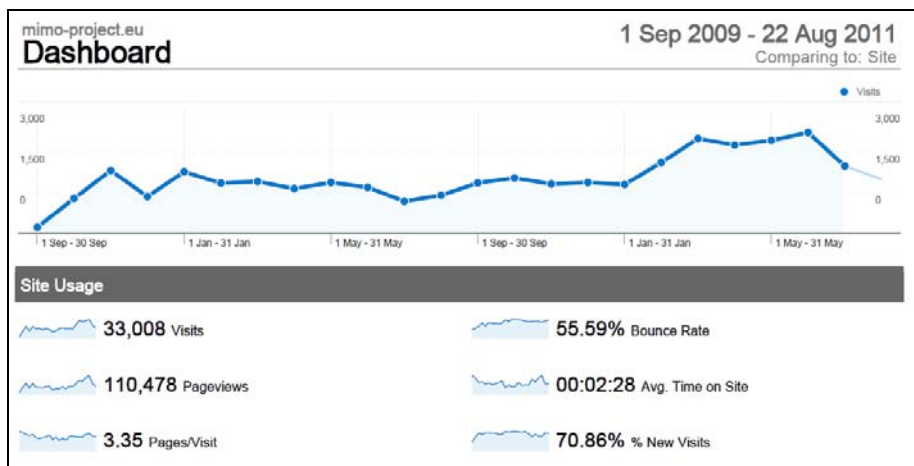
Alternatively, the **View All** link provided access to the entire Gallery.


Screenshots from August 24th, 2011

At the time of writing this report, the MIMO website was still very frequently visited and continued to gain new user via registrations.

User statistics for the website

Source: Google Analytics, created 24.08.2011

Over the life of the project, the site had 33,008 visits by 23,431aunique visitors from 154 different countries/territories.
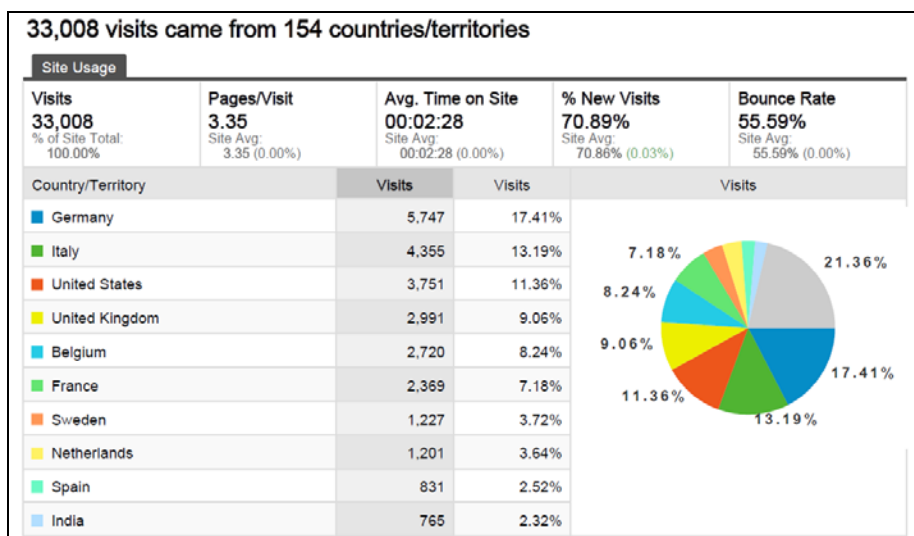
Source: Google Analytics, created 24.08.2011

Internal communication

In addition to the public interface, a secure internal section of the website was set up for the project partners containing administrative documentation on the project, e.g. minutes, reports, deliverables etc. as well as discussion boards on particular issues.

Partly because partners preferred to use established channels like email or mailing-lists for internal communication and also because of recurring technical problems, the internal site was withdrawn at the end of the first year of the project. As an alternative, a separate file repository for storing and exchanging documents was set up at http://ff.mimo-project.eu/file_browser, with a back up repository stored on the CM server in Paris.

At the beginning of 2011 SPK requested that each partner should identify a single dissemination contact person in order to simplify communication concerning WP6 between the WP leader and the partners. The idea was presented and accepted by the partners at the MIMO meeting in London March 2011. The idea proved successful, with communication becoming much easier and time efficient after that, as SPK was then able to directly address the correct person.

New MIMO Website

As outlined below in the section on Sustainability (below), MIMO will continue to maintain an online presence after the end of the project.

UEDIN will take over responsibility for the development and maintenance of a new website from 1st September 2011. The new site will not only inform visitors of the work of the MIMO project but, more importantly, will become the focus of post project dissemination. As the site will be linked to MIMO-DB, with full search capability, it will also be seen as the first step towards the creation of a MIMO portal, one of the longer term objectives of our Level 2 Sustainability plan. This will be critical if we are to encourage any non European museums to add their collections to MIMO-DB, since this material will not visible via Europeana.

The site is still under development at the time of writing. A further update will be included in the MIMO Final report.

2.2   Web 2.0

In recent years, social media has become increasingly important, both as a means of person-to-person communication and for promotional purposes. A sub group of WP6 attended the **Europeana** Communications Group presentation on Web 2.0 at their meeting in Edinburgh in April 2010 and agreed to experiment with a range of tools, this included: **Facebook, Twitter, YouTube, Flickr** and **Voicethread.** The main focus of this work was to try and reach a broader public.

Twitter and **Voicethread** did not prove especially successful and after review were both discarded. The consensus was that **Twitter** required a regular and frequent input, which not only made the tool labour intensive but, given the (scheduled) lack of visible online progress on the project, not especially appropriate for our needs. **Voicethread** was used as a means of creating interactive online displays such as a mock-up of how our content would appear in **Europeana** but, probably because it requires users to register before comments can be made, proved to be of very limited value.
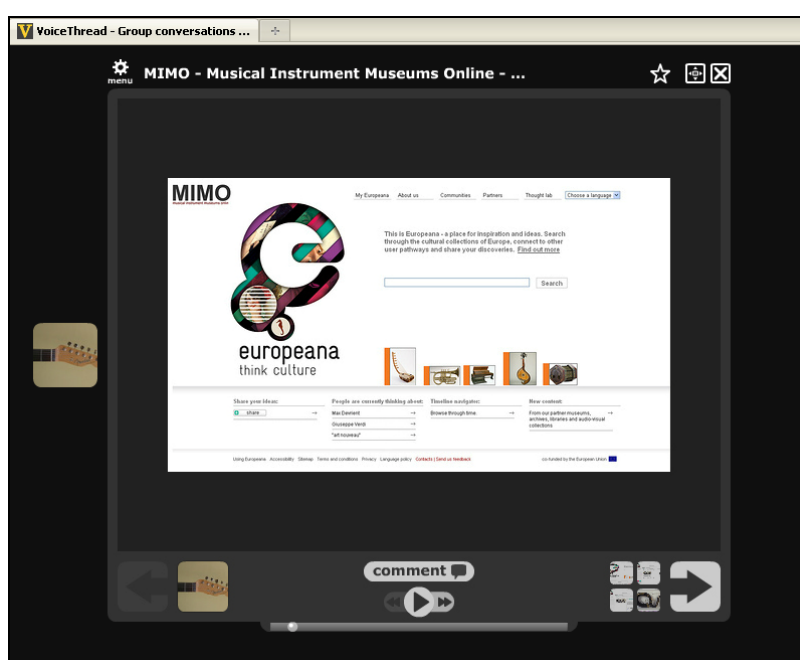
An early attempt at creating an online gallery via **Flickr** was used to showcase instruments and generate feedback. However, there was some resistance within the partnership because of internal copyright regulations within museums, so this was dropped in favour of the Gallery on the project website.

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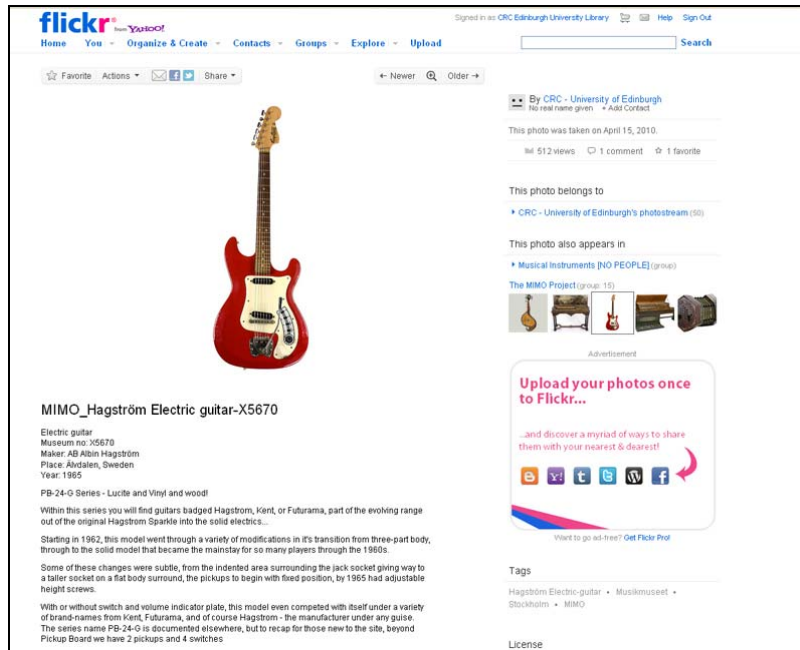
Evaluation showed that usage of these tools fluctuated according to the level of content being posted by the MIMO team. For example a link to the YouTube video created about the photography sessions at the University of Edinburgh, with a link posted on **Facebook** proved to be very popular, with over 150 views of the film in the space of a few days. The lesson appears to be that in order for Web 2.0 tools to work they require new and interesting content to be added on a regular basis.

Screenshots from August 24th, 2011

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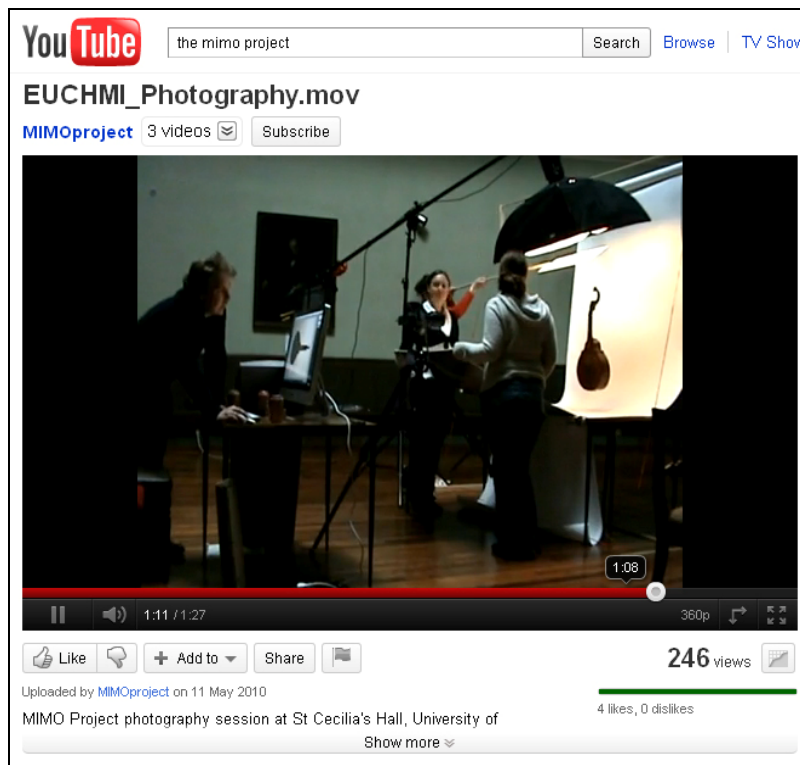
Facebook

By far the most successful web 2.0 resource used in the project was the MIMO Facebook page (http://www.facebook.com/pages/MIMO-Musical-Instrument-Museums-Online). This was set up immediately after the WP6 sub group meeting in Edinburgh, in April 2011 and quickly became popular with a very satisfying world-wide user base

The items posted were of three main categories; photos and brief descriptions of instruments, news items about the progress of the project sometimes with photos of a "behind the scenes" nature and user generated content. 232 items were published from then until the end of the project.

Screenshot from August 28th, 2011

As indicated above one of the key difficulties faced in the dissemination of MIMO was that our content was never scheduled to appear in Europeana until the latter stages of the project. This made it very difficult to maintain an interesting online profile and given the need to continuously add new content, in order to maintain user interest, especially to the Web 2.0 sites, we had to come up with a number of ideas to keep interest in the page alive. This included:

- the addition of regular photos, with descriptions, from the gallery
- the inclusion of key dates in music history, such as composers' birthdays
- links to online surveys (using Survey Monkey)
- links to YouTube video clips
- links to online news articles about the project
- the addition of photographs of users' own instruments

The Facebook page was mainly maintained by SMS-MM, with additional input from UEDIN and SPK.

Brief summary of facts and figures

- 900 subscribers
- 233 entries which have been viewed 210,000 times
- 1,650 user comments
- 73 items of UGC (user generated content)

A discussions forum was opened, but this didn't produce any significant input.

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Demographics - Subscribers per country

92	UK
92	Italy
89	USA
76	Belgium
66	Sweden
63	Germany
55	France
46	Holland
44	Spain
39	Portugal
23	Poland
17	Greece
12	Nepal
12	Brazil
12	Switzerland
9	Serbia
7	Canada
7	Finland
7	Australia

Total monthly visitors April 2010 – August 2011

Source: Facebook Analytics, created 30.08.2011

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MIMO
musical instrument museums online

Demographics - Age groups and sex of visitors

Gender and age ?

	13-17	18-24	25-34	35-44	45-54	55+
Female 44%	0.55%	4.5%	15%	12%	6.8%	4.9%
Male 52%	0.78%	5%	14%	13%	9.9%	9.3%
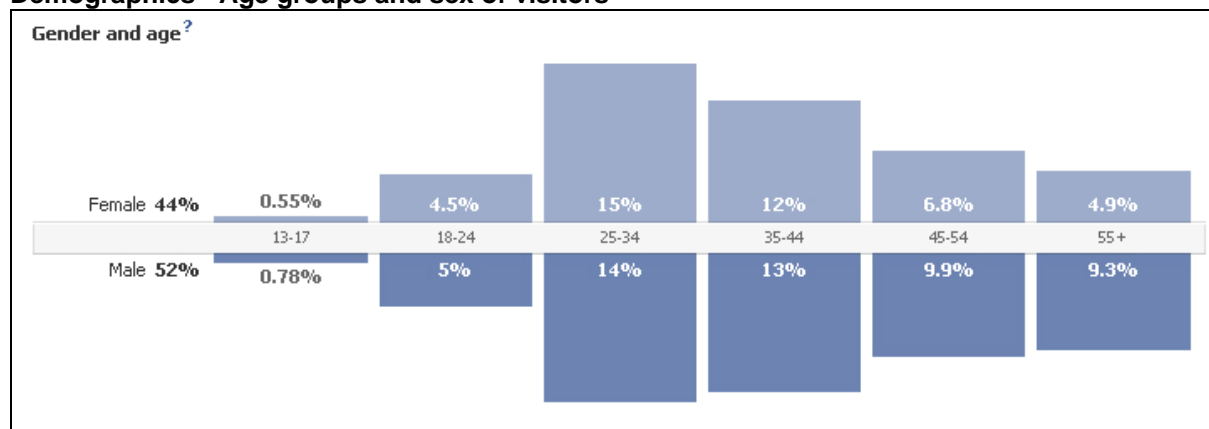
Demographics - Location and Language

Countries ?	Towns/Cities ?	Language ?
95 Italy	51 Stockholm	220 English (US)
91 United Kingdom	40 Rome	133 English (UK)
91 United States	35 Madrid	92 Italian
79 Belgium	34 Lisbon	82 French (France)
68 Sweden	32 Brussels	67 Dutch
65 Germany	26 Mechelen	58 German
57 France	24 Paris	51 Swedish
44 Netherlands	23 Utrecht	37 Spanish
43 Spain	21 Berlin	36 Portuguese (Portugal)
40 Portugal	20 London	20 Polish
24 Poland	19 Milan	16 Spanish (Spain)
17 Greece	13 Edinburgh	12 Greek
13 Nepal	13 Warsaw	11 Portuguese (Brazil)
12 Brazil	11 Athens	7 Bulgarian
11 Switzerland	Less	5 Dutch (België)
10 Serbia		5 Finnish
7 Finland		5 Turkish
7 Romania		5 Serbian
7 Australia		4 Romanian
Less		Less

Source: Facebook Analytics, created 30.08.2011

2.3   Newsletter

A key aim of the online dissemination was to regularly inform web users about the progress of the project via regular newsletters. Over the period of two years 6 newsletters were issued, distributed via email lists, and made available as a download from the MIMO website. These were also delivered to the European Commission as Project Deliverables D6.4, D6.6, D6.8, D6.10, D6.11 and D6.12 (M1-23).

In order to create a user group of 600 members, as was stated as one of the objectives in WP6, a subscriber form was added to the website, enabling website visitors to subscribe directly to the MIMO newsletter. By the end of the project 609 subscriptions had been registered, so just over the original target figure. However, taking into account the 903 followers of our site on Facebook and via resources such as the Virtual Exhibition and corresponding promotion via Europeana, the user group being informed by the MIMO consortium was in fact considerably bigger than anticipated in the DoW.

The newsletters covered general information about MIMO, i.e. the consortium partners, the core concept and the project's mission. It also reported on dissemination events and promotional activities like presentations of MIMO at conferences, concerts and exhibitions, as well as media reports and press releases about MIMO. Extraordinary activities like the Virtual Exhibition, launched in partnership with **Europeana**, and the opening of the **MIMO-DB** to the public were also featured.

Subscribers were also notified about updates and changes to the website. Limited website statistics were published, giving newsletter readers and website users an insight into key figures describing visitors' characteristics.

Another main purpose of the newsletter was to inform about intermediate results achieved by the partners, e.g. latest figures for digitised content, developments in revised classification system for musical instruments, and curiosities such as the discovery of a new type of musical instrument.

In order to improve the usability (i.e. finding the desired content) and to channel the user traffic, links to websites relevant to the MIMO project were embedded within the newsletter (e.g. the Europeana portal, Virtual Exhibition, MIMO-DB, etc.).

The first four newsletters were issued in all partners' languages. But with almost 90% of the website users indicating English as their language, the partners decided to stop the effort of translating the newsletter, and published the final two in English only.

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Newsletter Statistics

Some key newsletter-related figures are presented in the following section. These are based on the number of website users who subscribed to the Newsletter.

In total 609 subscriptions (with 1 made inactive) were registered over the life of the project (date: 25.08.2011).

Where did the subscribers come from?

Subscribers to the newsletter came largely from European countries, in particular (as might be expected) from the project partner countries *(see diagram below)*.

The Top Ten Countries

■	USA
■	Germany
■	Belgium
■	UK
■	Italia
■	France
■	Spain
■	Netherlands
■	Austria
■	Sweden
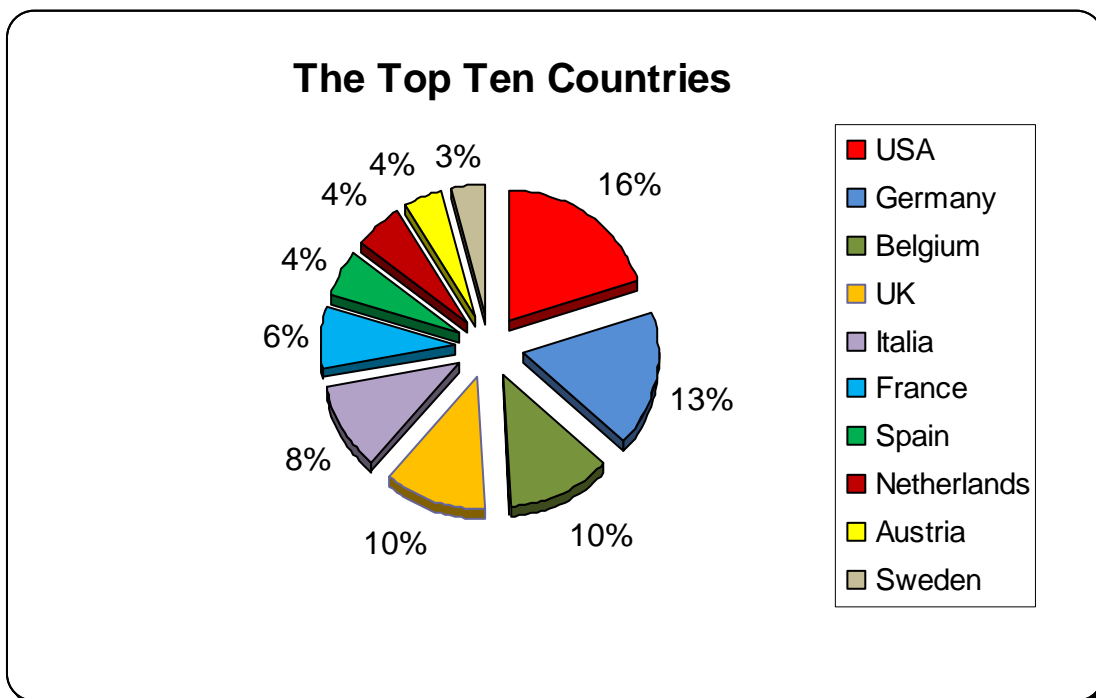
10 countries with the most subscribers (diagram created on 25.08.2011)

A surprising fact is that most subscribers declared the United States of America as their country.

Outside Europe, subscribers come from all other continents of the world. In total 52 different countries had been indicated.

Who were the users?

Subscribers were able to specify their profession in their user profiles. 79 (16.5%) of them chose not to do so. The remaining part of the users belongs nearly without exception to social groups with a special interest in music and musical instruments. Musicians (22.4%), researcher (16.9%) and instrument makers (15.6%) show the strongest interest in the newsletter and are clearly dominate the readership. These are followed by collectors (9.9%) and students in higher education (8.7%). The remaining groups, such as curators, teachers, publishers, conservation scientists, etc. fall below the average (7.7%).
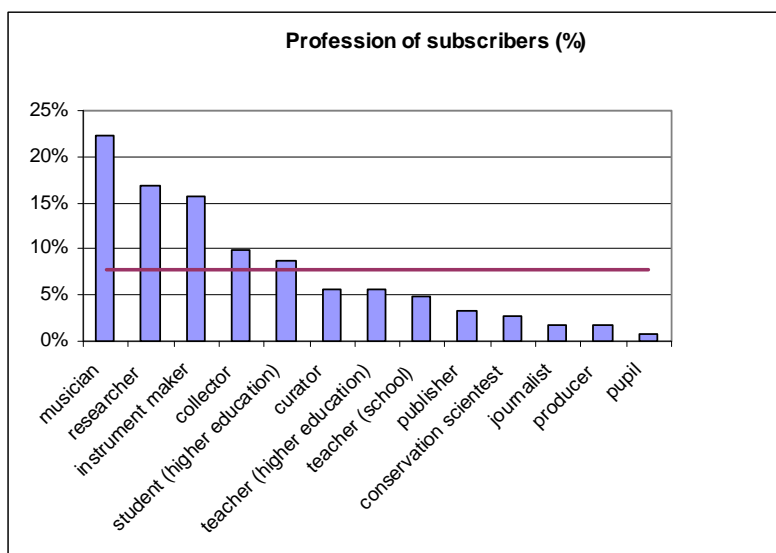
(diagram created 25.08.2011)

Clicks on links listed in newsletter

As indicated above, links were provided in the newsletters to lead readers to websites of specific interest. For instance in Newsletter 6 links to the Europeana portal, to the Virtual exhibition, to the MIMO-DB and the MIMO website were included. During a two week period, between 20.07.11-04.08.11, clicks on the links were registered. The chart below shows that most of the readers who used a link followed the links to the MIMO website (36%) and the Europeana portal (35%).

Target	Clicks	Percentage
MIMO website	80	36 %
MIMO-DB	32	14 %
Europeana portal	79	35 %
Virtual Exhibition	34	15 %
In total	225	100 %

2.4 "Explore the World of Musical Instruments"- Virtual Exhibition

Produced in conjunction with Europeana, MIMO's virtual exhibition **"Explore the World of Musical Instruments"** was launched on 27th June 2011. The exhibition focuses on six themes, each offering a selection of instruments, with high quality, zoom-able images, description and some sound clips. It has been produced in the six languages of the MIMO partners. The content is drawn from the collections of nine of the MIMO partners' museums and the selection of instruments illustrates a range of styles and cultural uses.

A considerable amount of effort and time was invested in creating the Virtual Exhibition and it was a particular challenge to fit this work into the workload of the last third of the project. Over 550 hours were spent within the partnership on the development of the Virtual Exhibition. Despite this, the production of the virtual exhibition has been a hugely worthwhile piece of work for the project in terms of dissemination. The timing was especially important, as it provided us with an online resource during the life of the project that clearly demonstrated the strengths of the collections, especially as no material was yet visible via Europeana.

In the two month period between the launch of the exhibition and the end of the project, over 3,800 people visited the site. In addition, the launch was featured in the June 2011 edition of the Europeana Newsletter, which has a readership of around 45,000 people from a wide range of countries.

Europeana eNews – June 2011

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2.5 External inbound links

External inbound links were included in the partners' websites and in their email signature to promote the MIMO-website, and in the Virtual Exhibition, developed by the MIMO consortium in collaboration with Europeana.

Placing these links had an impact on the traffic visiting the site, as shown in the chart below.

Visits 33,555 % of Site Total: 100.00%	Pages/Visit 3.35 Site Avg: 3.35 (0.00%)	Avg. Time on Site 00:02:28 Site Avg: 00:02:28 (0.00%)	% New Visits 71.10% Site Avg: 71.07% (0.03%)	Bounce Rate 55.63% Site Avg: 55.63% (0.00%)

Source/Medium	Visits	Visits	Visits
google / organic	12,607	37.57%	
(direct) / (none)	9,039	26.94%	
mim.be / referral	1,820	5.42%	
facebook.com / referral	964	2.87%	
music.ed.ac.uk / referral	892	2.66%	
stumbleupon.com / referral	682	2.03%	
group.europeana.eu / referral	529	1.58%	
zeit.de / referral	505	1.50%	
horniman.ac.uk / referral	452	1.35%	
internal.mimo-project.eu / referral	396	1.18%	

Source: Google Analytics, created 29.08.2011

The chart shows 10 out of 556 traffic sources. The two major sources are Google (38%) and direct access (27%). Putting those aside, the chart indicates three other main sources:

1. partners' websites
2. secondly Facebook
3. Europeana website

This shows the importance of a promotional strategy based on a network, binding together different access points to a project's website.

2.6 Online Dissemination of Outputs from WP3

A key output from WP3 work on classification was "***The Revision of the Hornbostel-Sachs Classification of Musical Instruments by the MIMO Consortium, 2011.***"   For museum staff and other people working in this area the production of this document represents a significant development, as it brings this important resource up to date. Given that it is mainly used by museum staff and those with a professional or educational interest in musical instruments, the logical place to disseminate this resource was through the website of CIMCIM, the International Committee of Musical Instrument Museums and Collections. Two versions were posted: one with editorial markings, for those who wished to compare it with earlier versions, and another without editorial markings.

3. In-person dissemination

The in-person dissemination was based on press conferences, public presentation, lectures on MIMO, meetings and interviews. In addition, nearly all partners already implemented MIMO into their permanent exhibitions to raise awareness interest among physical visitors.

This was supported by the distribution of leaflets, postcards and various articles in printed and broadcast media.

3.1 Creation of Dissemination Materials

A number of dissemination materials were produced for distribution and in-person dissemination activities like conferences, workshops, concerts, exhibitions, etc.

An eye catching project **logo** was created right in the beginning of the project using an acronym to ensure an easy recognition for the project's visual presentation. The idea behind the logo was that it should stand out even at small scale.

To see the logo follow: http://ff.mimo-project.eu/file_browser

A **PowerPoint presentation** about the project was created for use at the presentation on MIMO given by the UEDIN Management Team at the CIMCIM Annual Conference in Florence in September 2009. This was then adapted by WP6 leader SPK and later on by other partners. In addition, using the free online presentation tool **Prezi**.com - http://prezi.com/pign5yvhajlz/mimo/ - another promotional resource was created. This is a visual tool with little written content, so it can be adapted for use in any of the six partner languages. This presentation was subsequently modified and re-used as a PowerPoint which was regularly updated throughout the life of the project as the basis for a number of presentations, including the mid-project review to the European Commission, the EU Information in Luxembourg in February 2011 and the CIMCIM Annual Conference in Paris in August 2011.

A **project leaflet** in all six partner languages was produced by UEDIN in time for the project's Kick-Off Meeting and inaugural presentation at the CIMCIM Annual Conference in Florence in September 2009. Each partner received 1,000 copies for local distribution.

A **second, revised version** of the leaflet was printed in June 2010 in an edition of 10.000 copies, in response to the need for more copies from the partners. Almost all of them have been disseminated so far.

A **poster** was designed and prepared by UEDIN in July 2010, initially as part of the in-house exhibition in the University of Edinburgh, and this subsequently adapted and regularly re-used for most subsequent presentations and conferences and exhibitions. The poster design followed the visual, non language specific approach.

5,000 copies of a promotional **postcard** based on the poster were printed in time for the CIMCIM conference and to promote the first MIMO content going live in Europeana.

Most of the dissemination material is available in the project's file depot (http://ff.mimo-project.eu/file_browser).

A **Wikipedia** entry has been created in German and awaits translation into the other MIMO languages. (http://de.wikipedia.org/wiki/Musical_Instrument_Museums_Online)

3.2   Dissemination strategy

In the first year of the project, the **in-person dissemination** was rather unbalanced between the MIMO partner institutions. This was largely due to the fact that a number of partners were reluctant to do too much promotional work on the project in the developmental stages of the project, as there was very little to actually show in terms of output. As reported at the mid-term review and in the first annual report, it was always envisaged that a greater effort in terms of dissemination would be required in Year 2. SPK developed a dissemination strategy with targeted activities to encourage partners to step up their work in this area of the project in order to reach all the target groups indicated in the DoW.

The dissemination strategy targeted the following groups:

1. **General public**

    As outlined above, the MIMO website's gallery was enhanced in order to make the site more visually appealing to a wider audience. All partners sent 50 pictures with supporting metadata to SPK, who then uploaded them to the gallery. Website users were informed via the latest newsletter.

    Greater effort was applied to the Facebook page, with positive results as shown above.

    Additionally, the virtual exhibition was developed in cooperation with Europeana. (See above)

2. **National and international organisations**

    SPK spoke to the heads of the GALPIN Society and CIMCIM and were granted permission to contact their members via the organisations' mailing list. They were informed about MIMO and invited to join the website and/or subscribe to the newsletter.

3. **Media**

    Each partner wrote a short article on a highlight of their collection. These were posted on Facebook. A wide range of articles on MIMO appeared in print, TV and radio over the two years of the project – *see Appendix 1*

4. **Specific target groups**

    Each partner contacted schools, universities, teacher associations and instrument makers association in their own country, informing them about MIMO. Within the partnership over 4,000 schools and 100 universities were reached.

5. In addition, MIMO was presented at many major specialist events over the project's lifespan – *see Appendix 1*

3.3 MIMO in Museums

As outlined in the DoW, each MIMO partner museum integrated the project in one way or another in its exhibition space, so that visitors can learn about the project as a whole or get an insight into a particular aspect of the work of the individual MIMO museums.

1. **Florence**

    The Musical Instrument Department of the Galleria dell'Accademia in Florence, which has around 800 visitors per day, set up a computer kiosk connected to the internet, with access restricted to the MIMO page (www.mimo-project.eu). Visitors could see continuously updated information about MIMO and subscribe directly to the MIMO Newsletter through the page.

    The computer was highlighted by two text and image panels that described the content of the project and leaflets were available for visitors who wanted to continue exploring MIMO after their museum visit.

    The structure was available to the public from the end of February 2011 and, at the time of writing had 96,000.

2. **Berlin**

    In the Ethnological Museum in Berlin MIMO was incorporated into the permanent exhibition by setting up the photographic studio in the exhibition. Visitors could watch pictures being taken and in many cases this allowed them to see instruments which have never previously been on public display. MIMO leaflets were available and a MIMO poster provided a visual overview for the visitors.

    Overall 144,820 visitors came to the museum between May 2010, when the process began, and the end of the project.

3. **Nürnberg**

    MIMO leaflets have been available to all visitors to the Germanisches Nationalmuseum, since they were produced at the start of the project.

    Instrument photography sessions took place in the Museum collection during opening hours. The photography area could be viewed but not accessed by the public. There was an alert on the museum's website to inform visitors and invite them to come and observe the photography process. This procedure was maintained throughout the project for a total of 16 to 20 weeks of photography.

    To better serve the public, a large computer screen was installed in front of the photo area so that viewers could see what the photographer was doing on his computer.

    To help explain what the staff was doing, without disturbing the workflow, a large poster (85 x 215 cm) was put in place to provide information about the photography process and the MIMO project in general. MIMO leaflets were also available at this location. The photography area was also included as part of the museum tour. 8,000 people visited the photo sessions.

4. **Leipzig**

    Photography work began at the Leipzig University Museum of Musical Instruments in December 2010. The photo set was situated in a part of the exhibition that belongs to the study collection, situated on the 2nd floor and visitors could come and watch the photo sessions. There was also a stand-up display where visitors of the permanent exhibition could

learn about the MIMO project. Leaflets were available to take away as part of this display. 16,792 people visited the museum between December 2010 and the end of the project.

5. **Edinburgh**

There was a MIMO poster display in St Cecilia's Hall during the three weeks of the Edinburgh International Festival in August 2010. Leaflets and postcards were distributed in key locations at the two musical instrument museums and the main Edinburgh University Library throughout the life of the project.

6. **Stockholm**

The Music Museum presented a picture show outside the concert hall with some of the digitised instruments in the autumn of 2010. They also placed MIMO leaflets for the visitors beside the show. The presentation lasted two months and reached 3550 people.

An extended version of this exhibition will be opened in September 2011.

7. **Tervuren**

MIMO was presented in the Science Hall of the Royal Museum for Central Africa in Tervuren since January 2011 and 70,000 people came to see it.

8. **Others**

A rack with leaflets was set up in the exhibitions of The Horniman Museum London (36,000 visitors) and the Musical Instruments Museum in Brussels (10,000 visitors) and in the Library of the Cité de la Musique in Paris (a total of 23,200 visitors).

3.4   Press Pack

A press pack was developed by SPK and UEDIN with input from the partners, containing various materials for the press and information for the partners to help them when they deal with the press. (http://ff.mimo-project.eu/file_browser)

This offered a selection of images, with supporting metadata and terms of use, links to press releases, posters, video clips etc. – *see Appendix 2*

3.5   Coverage

With help of the associated partners MIMO could guarantee intensive coverage in at least nine countries and eight languages (UK, DE, BE, IT, FR, SE, AT, SI, DK).

3.6   Summary

In the second year the consortium focussed on dissemination activities among the general public as well as experts, universities, museums, music lovers and students. These activities lead to more visits to the website and wider press coverage, with articles in important newspapers and especially TV and radio broadcasts. In addition to regional media coverage, MIMO was presented in two important international Music Magazines (*Das Rohrblatt*, *Das Orchester*) and was featured in an article for the Galpin Society.

The consortium implemented dissemination campaigns in each partner country, contacting schools, universities and teachers' associations and other target groups.

Although a wide audience was reached through our dissemination activities, it has been difficult to evaluate the impact of these, especially on the general public, particularly as (at the time of writing) we do not yet have any content visible in Europeana. Though visitors were often very interested to talk to MIMO partners about the project, we have no way of knowing if and how they will actually use the content. The feedback that we received via the project website and the Facebook page tended to come mainly from specialists and experts.

Dissemination activities can be divided into this having only a regional impact and those that have an international impact. *See list of dissemination events at the end of the document*

On an international level MIMO was presented at a number of important conferences including:

- CIMCIM Annual Conferences (9/2009 in Italy and 9/2011 in Paris/Brussels),
- the 15th International CHIME Conference (11/2010 in Switzerland),
- the 54th Annual Meeting of SEM (9/2009 in Mexico),
- several Europeana conferences (e.g. Open Culture 2010 in the Netherlands), ATHENA meetings (e.g. 1/2011 in Belgium),
- the American Musical Instrument Society at the Library of Congress in Washington (5/2010 in USA)
- the European Commission's CIP ICT PSP "Digital Content" Information Day in Luxembourg in March 2011.

A full list is given in Appendix 1

These activities were complemented by presentations at regional IAML meetings (e.g. 5/2011 in Italy and 4/2010 in France), regional Europeana meetings (e.g. 9/2010 in Belgium, 6/2010 in UK, 10/2010 in Germany), the Annual Meeting of the GfM (9/2009 in Germany) and many local presentations in every partner country.

Some of the consortium partners who were lacking behind in dissemination events in the first year did intensify their efforts in disseminating MIMO during the second year of the project according to the guidelines given in the dissemination strategy. In the end though, as the following chart shows, there still was an imbalance between partners. The main reason behind this has been the reluctance of several partners to devote time to presenting the project at a point when there was very little physical evidence to actually demonstrate. One press office commented that while it was useful to gain press coverage to raise awareness of the project, articles on what the project would achieve (i.e. those printed early in the project's lifespan) would be produced at the expense of what the project did finally achieve, as it was unlikely that journalists would cover two stories about MIMO in a relatively short space of time.
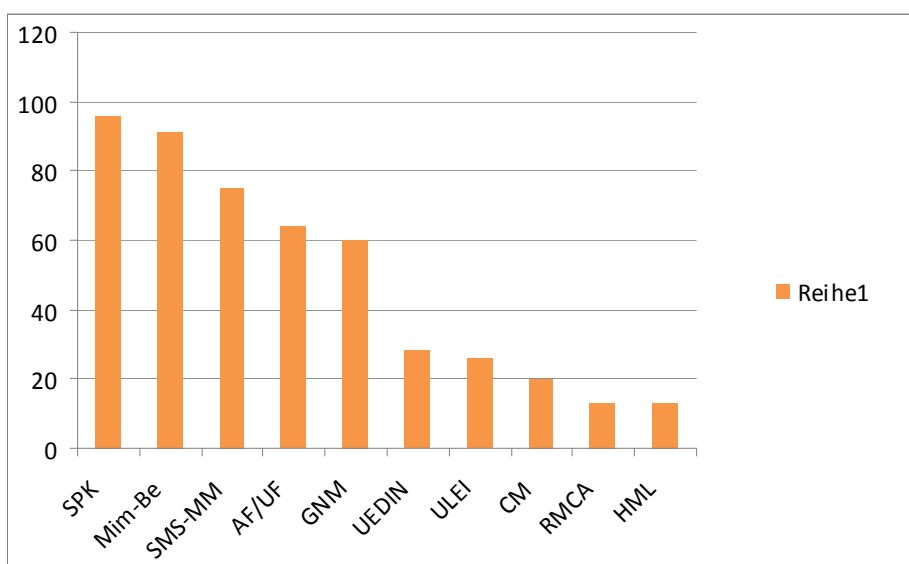
Diagram created on 30th of August 2011

The above diagram is also slightly misleading in that this does not include time spent on significant dissemination activities such as the development of the Virtual Exhibition, produced in association with Europeana. As reported above, all partners put in a considerable amount of work into this work, particularly UEDIN and CM, and this activity reached a large worldwide audience.

In discussing dissemination with Europeana, as part of the Communications Group meeting in Den Haag in May 2011, a number of projects commented on the fact that at their mid project reviews they had been criticised for not disseminating widely enough. Europeana staff indicated that they would discuss this with the European Commission as they considered it their role to disseminate on behalf of contributing projects, particularly to the general public. Coverage in the Europeana newsletter meant that information on MIMO went out to at 45,000 subscribers.

Post Project Activity

At the close of the project a number of key presentations have already been put in place to ensure continued dissemination of MIMO. These include:

- An interview with Norman Rodger, Project Manager, to be published in eth October edition of The Strad magazine – a monthly classical music magazine for all strings enthusiasts including violinists, violists and cellists.

- A presentation at the EuropeanaTech conference in the Austrian National Library, Vienna on the 4-5 October 2011.

- A presentation at the DISH Conference in Rotterdam on 9th December 2011

- A presentation at the CIMCIM Annual Conference in New York, in May 2012

- A presentation to the American Musical Instrument Society in New York in May 2012

We are also hopeful that we will have proposals accepted to present at other key international conferences such as Open Culture (London) and Museums Next (Barcelona) in 2012.

4. Deliverables

All deliverables were finished on time, with exception of those that were postponed with the Commission's approval.

D6.1: Public website setup (M0)
D6.2: PowerPoint presentation: project aims (M1)
D6.3: Project flyer (M1)
D6.4: MIMO newsletter 1 (M2)
D6.5: Sustainability report 1 (M3):
D6.6: MIMO newsletter 2 (M4)
D6.7: Sustainability Report 2 (M7): Aggregation requirements
D6.8: MIMO newsletter 3 (M8)
D6.9: Sustainability report 3 (M11): First dissemination report and preliminary exploitation plan
D6.10: MIMO newsletter 4 (M12)
D6.11: MIMO newsletter 5 (M17)
D6.12: MIMO newsletter 6 (M21)
D6.13: PowerPoint presentation: project aims and results (M21)
D6.14: Final Dissemination report and exploitation plan (M23)

5. Sustainability

Developing a sustainability model for MIMO was a key part of the project's development and its longer term viability. During the project's lifetime the MIMO consortium created a cutting-edge technological infrastructure supported by a vast amount of digital content of great value. Right from the beginning of the project the development of a business plan, which would ensure the continued exploitation of all the resources the MIMO consortium had generated, was seen as crucial and had been repeatedly addressed during the last two years by the partners. The development of a sustainability and exploitation plan was the responsibility of SPK. In the course of the project a dedicated sub-group consisting of SPK, UEDIN, GNM and CM was formed, which met both during scheduled work package meetings and at additional sessions arranged as required to accomplish this task.

The results from this fruitful cooperation were made available in the following reports:

Sustainability Report 1 (D6.5 [M3]) – gave a thorough and comprehensive analysis of existing projects and their business plans in terms of sustainability.

Sustainability Report 2 (D6.7 [M7]) – explored the aggregation requirements which specified the conditions under which MIMO as an aggregator could be maintained.

Sustainability Report 3 (D6.9 [11]) – contained a detailed draft to establish an agreement between partners of MIMO committing them to maintain the databases and the systems established during the life of the MIMO project.

The results of the final phase of the sustainability process are included in this paper, the **Final Dissemination Report and Exploitation Plan** (D6.14 [M23]).

This report begins with an outline of the basic concept, giving an overview of the sustainability model, and shows the steps which had been taken to secure the future of the project's output.

The core concept of the sustainability plan

The final sustainability plan can be divided on two different levels:

Sustainability Level 1 deals with original consortium of museums for the time period immediately following the completion of the project and was drawn up to ensure the maintenance of the technical infrastructure and ongoing visibility of MIMO content for the next five years. It was agreed early in the project that we needed to put an agreement in place that would establish a minimum level of service, i.e. ongoing access to content, while still exploring longer term solutions.

Sustainability Level 2 runs in parallel with Level 1 and has two main points of focus:

      i)   Expanding the number of content providers.
      ii)   Ensuring continued visibility of MIMO's content in the longer term (i.e. after the 5 year period covered by Level 1)

Sustainability Level 1

A key part of WP6's work 1 was to arrive at a position where the project partners could guarantee continued access to our digital content after the end of the project.

A sub-group consisting of SPK, UEDIN, GNM and CM worked on the development of a subscription based sustainability agreement. This agreement commits the nine content contributing partners of the MIMO project (i.e. not UF and HML) to maintain the databases and harvesting systems established during the life of the MIMO project in order to provide ongoing provision of digital content to

Europeana for a minimum five year period, from 1st September 2011 until 31st August 2016. Each partner will pay a single payment of 2,000 euros to cover hosting and ongoing operating costs for the maintenance of the MIMO-DB. In addition a fully revised website, informing the public about MIMO and its future progress, will be launched at the conclusion of the project.

This initiative will be coordinated by The University of Edinburgh (UEDIN), while Citè de la Musique (CM) will maintain the MIMO harvesting platform and database, now referred to as **MIMO-DB**, for ongoing harvesting by Europeana. UEDIN will take over the responsibility for the creation and management of a new MIMO website.

The **Level 1 Sustainability Agreement** was formally adopted after the PSG meeting in Stockholm in October 2010 and was ratified and signed in February 2011. A copy of the document is attached – *see Appendix 3*

Sustainability Level 2 & the MIMO Toolkit

In parallel with the development of the Level 1 agreement, the sub-group began work on the development of a **Level 2 Sustainability Agreement**, to explore other possibilities for longer term sustainability and the involvement of new partners.

As the project developed it became increasingly apparent that the resource created via MIMO-DB was of much more value than originally envisaged. As content was added, the benefits of aggregation started to become clear to all partners to the extent that a decision was taken to not only make this resource public but to create a user friendly interface to a tool which, for the purposes of the project, had originally been created as purely technical resource. Moreover, as we reached the end of the project a number of museums began to enquire whether they too could add content and while the existing structure would continue to be adequate for European museums, in that their content would be surfaced via Europeana, another access point was necessary for non-European museums.

As outlined above, MIMO will continue to maintain an online presence after the end of the project and UEDIN will take over responsibility for the development and maintenance of a new website from 1st September 2011. The new site will not only inform visitors of the work of the MIMO project but, more importantly, will become the focus of post project dissemination. As the site will be linked to MIMO-DB, with full search capability, it will also be seen as the first step towards the creation of a MIMO portal, one of the longer term objectives of our Level 2 Sustainability plan. This will be critical if we are to encourage any non-European museums to add their collections to MIMO-DB, since their material will not visible via Europeana.

At the penultimate meeting of the MIMO partners, held in Florence in May 2011, it was agreed that some form of collaboration with the International Committee of Musical Instrument Museums and Collections, better known by its acronym CIMCIM, provided the most likely way forward for MIMO, post project. Accordingly, Lisbet Torp, the President of CIMCIM, was invited to attend the final meeting of the partnership, in Edinburgh in July 2011, to open discussions about how we might proceed. This process was discussed in greater detail at the annual conference of CIMCIM in Paris and Brussels in August 2011 – see below.

At the same time and as a first step in attracting new partners an interim website was set up to explain what is required from any new museums wishing to add their collections to MIMO. This site, which we refer to as the MIMO toolkit, provides information and guidelines that outline the issues that any future partners should consider when they wish to expose their digital content through MIMO-DB. It operates on a variety of levels, ranging from introductory level explanations for museum curators wishing to explore the possibilities of contributing, to more in-depth descriptions aimed specifically at technical staff.

A presentation on the MIMO Toolkit at the CIMCIM Conference in Paris has already resulted in one enquiry from a museum wishing to add its collection. This is currently under consideration.

In creating this resource we have also had to establish mechanisms for the admission and evaluation of new partners, so an essential part of this application process will be a check list *(see Appendix 4)* providing detailed information about content, technical infrastructure, and personal resources of the applicants. A similar for was circulated to the existing consortium partners in the development stages of the project. Based on this information an application will be considered by the MIMO selection panel. This group, a sub group of the current partnership, will meet annually but, given the need for ongoing work to support the addition new museums, dissemination etc. it was proposed that the museums currently designated roles listed in the Toolkit, should form a **Core Management Group** (CMG). This will include UEDIN (Management and Administration), CM (Technical Support) and GNM (Digitisation). It may also include MIM-BE (for work on Vocabulary and Thesaurus, the joint support for RMCA and their involvement in Europeana and other European projects) and a representative from CIMCIM. The CMG will meet at least twice per year

As the cost of hosting MIMO content will be covered by the existing MIMO partners from 1st September 2011 for a five year period, until 31st August 2016, there will be no hosting charge for new members during that period. Hosting costs after that will be split between the museums contributing at that point. Charges will be reviewed in Year 4 of the period covered by the initial agreement. The only external cost to new members to the consortium will be for technical support (i.e. advising, consultancy and testing) from the existing consortium, principally via the Cité de la musique in Paris. This will also include the cost of travel and subsistence should a member of the MIMO team be required to visit a potential new partner. The precise amount of work involved will depend on the technical expertise of the new contributing museum but is likely to be in the region of 13 days' work for technical staff at Cité de la musique. Museums will have to cover their own internal costs, e.g. digitisation, database setup etc.

As this might be prohibitively expensive for smaller museums we will encourage them to work with other museums to form a cluster and thus spread the cost. This might be done on a geographical or thematic basis.

In order to test the process of bringing in new content post project we are piloting the procedure with the **Musikinstrumenten-Museum** of the **Stiftung Preußischer Kulturbesitz (Berlin, Germany)**. The director of this museum met with the Sustainability Sub Group in Berlin at the end of April 2011 and began discussions about how their collection could be added. The direction of those discussions not only assisted with the development of the MIMO Toolkit but also enable the museum plan ahead to ensure its content would be ready for harvesting. At the time of writing, this should be ready to start in mid September 2011. The collection consists of about 3,200 musical instruments, 95% of which have already been photographed. This content will automatically appear in Europeana as soon as it is in MIMO-DB.

CIMCIM

Most of the MIMO partner museums are members of the **International Committee of Musical Instrument Museums and Collections (CIMCIM)** and as this organisation represents the worldwide community of musical instrument museums, a logical progression will be to integrate the work of MIMO with this group. We made a presentation to their Annual Meeting in Florence, immediately after the launch of the project in September 2009 which generated considerable interest at the time and since then CIMCIM have kept a close eye on the progress of the project. Internally, we see CIMCIM as a key player in future developments, not only in terms of dissemination of results but also for the adoption of MIMO standards and possibly the long term management of MIMO-DB.

As indicated above, discussions with CIMCIM began at the final meeting of the MIMO partnership in July 2011. Lisbet Torp, the current President of CIMCIM then invited MIMO to make presentations to the Annual Meeting which took place in Paris and Brussels in from 29th August – 1st September 2011. The MIMO project was presented in detail at this conference and the possibility of a future collaboration between MIMO and CIMCIM was discussed both in a separate meeting between the MIMO CMG and the CIMCIM Board and with the wider conference audience. The response to the presentations was extremely positive and, although no formal decision on any merger between

CIMCIM and MIMO could take place at this year's CIMCIM General Assembly meeting, the CIMCIM Board was able to use the meeting to reach an in-principle decision from the delegates present that this is something that should be explored further. The full membership will now be informed in writing before any final decision can be reached. This decision will be taken at the CIMCIM meeting in New York in May 2012.

The proposal is that, rather than MIMO simply handing over responsibility for MIMO-DB to CIMCIM, there should be a merger of the two organisations and that this should take place over a five year period. To achieve this, a memorandum will be drawn up to formalise the process and set targets for both organisations. This process will begin in mid September 2011.

In relation to the MIMO digitisation standards, it was agreed that CIMCIM should not only consider adopting these for all members but, in so doing, they should agree a formal review process of the document and establish a timescale for its adoption by the CIMCIM membership.

It has been suggested that a member of the MIMO CMG could be co-opted onto the CIMCIM Board.

The response to the MIMO presentations at the CIMCIM conference and the possible link with CIMCIM itself represent a major success and will significantly boost our efforts to disseminate information on the project worldwide.

6. Summary

This report summarises the dissemination activities employed within the MIMO project.

The MIMO consortium attributed great importance to the dissemination task and therefore an overall dissemination plan was made coordinated by the WP leader SPK. Its objective was to coordinate the efforts of each partner and to maximise the impact of dissemination. The dissemination activities were evaluated in the internal mid term review of the project and the dissemination strategy was refined for the second year of the project.

The work done during the last two years showed that most of the planned dissemination activities were successfully implemented and that the dissemination materials developed for the project raised interest in the work of MIMO and in EUROPEANA, especially among the targeted groups.

MIMO was presented at national and international events, as well as through press article, radio and TV broadcasts.

Leaflets and posters as described in detail in 3.1 were designed and distributed to all MIMO partners and this material improved the project's visibility to the public.

The website's news section and the Facebook page were updated throughout the project's duration. Six issues of the newsletter were sent to all interested people, keeping the public up to date on the progress of the project's work.

A sustainability plan was successfully developed to ensure that the project's content will remain visible through Europeana and our own website for at least the next five years and work is already underway to ensure that longer term continuity, with an expanded membership, is also secured.

There has been some deviation from the original dissemination plan, as outlined in the DoW, with more hours worked than originally anticipated. However, by taking advantage of opportunities such as the chance to develop the "**Explore the World of Musical Instruments**" virtual exhibition, we expanded our target audience and greatly increased awareness in the project

A number of post project dissemination activities are already in place to ensure continued promotion.

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
	3/1/2009	Lisbon, Portugal	Museu Da Musica	Experts			Museu Da Musica	
GNM	28/1/2009	Nuremberg, Germany	Presentation of MIMO at the International symposium on historic stringed keyboard instruments. GNM, in collaboration with the Hochschule für Musik, Nuremburg	Experts			Presentation of MIMO at the International symposium on historic stringed keyboard instruments. GNM, in collaboration with the Hochschule für Musik, Nuremburg	
SPK	27/5/2009	Germany	Expedition through foreign worlds of sounds: MIMO in Radio Generalcast of RBB Inforadio (Radio Berlin Brandenburg).	General public			Radio and TV Generalcasts	
All	5/9/2009	Florence, Italy	Kick Of Meeting				Project Meetings	
AF	8/9/2009	Florence, Italy	CIMCIM Annual Conference	Experts			CIMCIM Annual Conference	
SPK	16/9/2009	Tübingen, Germany	Annual Meeting of the Gesellschaft für Musikforschung (German musicological society	Experts			Annual Meeting of the Gesellschaft für Musikforschung (German musicological society	
SPK	24/9/2009	Berlin, Germany	"From Imperial Museum to Communication Centre?" conference	Experts			"From Imperial Museum to Communication Centre?" conference	
All	28/9/2009	Berlin, Germany	WP6 Meeting				Project Meetings	
GNM	30/9/2009	Nuremberg, Germany	Presentation of MIMO during the concert Musica Antiqua	General public			Presentation of MIMO during the concert Musica Antiqua	
SPK	13/10/2009	Berlin, Germany	Presentation of MIMO during German Museums Association Annual Conference	Experts			Presentation of MIMO during German Museums Association Annual Conference	
	14/10/2009	Lund, Sweden	EUROPEANA Aggregators Conference	Experts			EUROPEANA Aggregators Conference	
GNM	29/10/2009	Nuremberg, Germany	Press Conference	Media			Press Conference	
All	29/10/2009	Nuremberg, Germany	PSG and WP meetings				Project Meetings	
GNM	14/11/2009	Nuremberg, Germany	guided Tour for the Dutch musical instrument makers'' association	Experts			guided tour for the Dutch musical instrument makers'' association	
SPK	18/11/2009	Mexico City, Mexico	54th Annual Meeting of the Society for Ethnomusicology	Experts			54th Annual Meeting of the Society for Ethnomusicology	
MIM-Be	18/11/2009	Brussels, Belgium	14th Chime Meeting: „Chinese and East-Asian Music: the Future of the Past"	Experts			14th Chime Meeting: „Chinese and East-Asian Music: the Future of the Past"	
GNM	20/11/2009	Nuremberg, Germany	Meeting of the Scientific Council of Germanisches Nationalmuseum (GNM)	Experts			Meeting of the Scientific Council of Germanisches Nationalmuseum (GNM)	

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici- pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
	20/11/2009	Antwerp, Netherlands	Internationaal symposium *Klankbestuiving: authenticiteit van de volksmuziek*	General public			Internationaal symposium *Klankbestuiving: authenticiteit van de volksmuziek*	
GNM	24/11/2009	Nuremberg, Germany	Presentation of the MIMO-Project for evaluation at GNM				Presentation of the MIMO-Project for evaluation at GNM	
GNM	10/12/2009	Nuremberg, Germany	Presentation of MIMO during the meeting of GNM's administrative council				Presentation of MIMO during the meeting of GNM's administrative council	
All	16/12/2009	Paris, France	WP Meetings				Project Meetings	
GNM	23/12/2009	Germany	WDR is Generalcasting an interview with Frank Bär	General public			Radio and TV Generalcasts	
GNM	14/1/2010	Nuremberg, Germany	Presentation of MIMO within a guided tour for musicology students from the University of Heidelberg.	Experts			Presentation of MIMO within a guided tour for musicology students from the University of Heidelberg.	
GNM	14/1/2010	Nuremberg, Germany	Presentation of MIMO within a guided tour for musicology students from the University of Würzburg.	Students			Presentation of MIMO within a guided tour for musicology students from the University of Würzburg.	
All	18/1/2010	Berlin, Germany	Sustainability Meeting				Project Meetings	
All	19/1/2010	Berlin, Germany	Website subgroup meeting				Project Meetings	
RMCA	22/1/2010	Brussels, Germany	Promotion for MIMO during official visits to the MIM from students 1st Bachelor, musicology, University Lille3, France, and delegation from the National Russian Music Museum in Moscow, headed by Mikhail A.	Students			Promotion for MIMO during official visits to the MIM from students 1st Bachelor, musicology, University Lille3, France, and delegation from the National Russian Music Museum in Moscow, headed by Mikhail A.	
	26/1/2010	Germany, worldwide	MIMO is presented in the January web-edition of one of Germany's biggest weeklies DIE ZEIT.	General public			Print Media	
SPK	2/2/2010	Berlin, Germany	guided Tour through the exhibition and reserve of the department "Musikethnologie, Medien-Technik und Berliner Phonogramm-Archiv": Greek IT-students from ILE-Berlin (Instiute for Lifelong Learning) are introduced to the MIMO project	Students			guidedTour through the exhibition and reserve of the department "Musikethnologie, Medien-Technik und Berliner Phonogramm-Archiv": Greek IT-students from ILE-Berlin (Instiute for Lifelong Learning) are introduced to the MIMO project	

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
ULEI	3/2/2010	Germany	A TV report about MIMO focusing on the Musical Instrument Museum at Grassi Museum in Leipzig and Germanisches Museum Nuremberg Generalcasted via MDR.	General public			Radio and TV Generalcasts	
GNM	5/2/2010	Nuremberg, Germany	Presentation of MIMO during the guided tour for students of musicology of the University of Frankfurt/Main	General public			Presentation of MIMO during the guided tour for students of musicology of the University of Frankfurt/Main	
	23/2/2010	Germany	Journal interview for Bayerische Staatszeitung (Bavarian state journal)	General public			Print Media	
SPK	25/2/2010	Berlin, Germany	Presentation of MIMO during a programme offered by the Academy of the National Museums in Berlin	Experts			Presentation of MIMO during a programme offered by the Academy of the National Museums in Berlin	
	26/2/2010	Valencia, Spain	Congreso Internacional "Investigación en Música"	Experts			Congreso Internacional "Investigación en Música"	
SPK	16/3/2010	Germany	Interview with the Tagesspiegel	General public			Print Media	
SPK	18/3/2010	Berlin, Germany	SPresentation of MIMO to participants of the research project „The Formation and Transformation of Musical Archives in West African Societies" in cooperation with the university of Hildesheim during their visit to the Ethnological Museum in Berlin	Students			SPresentation of MIMO to participants of the research project „The Formation and Transformation of Musical Archives in West African Societies" in cooperation with the university of Hildesheim during their visit to the Ethnological Museum in Berlin	
ULEI	21/3/2010	Leipzig Book Fair	direct conversation, presentation for interested public	musically interested visitors of the Leipzig Book Fair	ca. 100	ca. 300	Leipzig Book Fair 2010	
SPK	24/3/2010	Mannheim, Germany	Presentation of MIMO to specialists working on an exhibition of musical instruments in the Reiss-Engelhorn-Museum	Experts			Presentation of MIMO to specialists working on an exhibition of musical instruments in the Reiss-Engelhorn-Museum	

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
SPK	25/3/2010	Ottawa, Canada	Presentation of MIMO within the lecture "Touching History – Chance and Challenge. Making Historic Pianofortes Sound" at the Residence of the Ambassador of Germany	General public			Presentation of MIMO within the lecture "Touching History – Chance and Challenge. Making Historic Pianofortes Sound" at the Residence of the Ambassador of Germany	
SPK	25/3/2010	Frankfurt, Germany	Contact to musical instrument makers, and publisher at Musikmesse Frankfurt (Frankfurt Music Trade Fair)	Experts			Contact to musical instrument makers, and publisher at Musikmesse Frankfurt (Frankfurt Music Trade Fair)	
All	1/4/2010	Brussels, Belgium	Brussels BPN CIP-ICT-PSP meeting				Project Meetings	
	7/4/2010	Germany	Article about MIMO in KULTUR lebendig	General public			Print Media	
CM	13/4/2010	Royaumont	presentation	Librarians	50	50	Professionnal	Iaml french group meeting
MIM-Be	13/4/2010	Belgium	Article in Grenz-Echo	General public			Print Media	
MIM-Be	13/4/2010	Belgium	Article in Sudpresse.de	General public			Print Media	
MIM-Be	20/4/2010	Belgium	Article in La Meuse	General public				
All	22/4/2010	Berlin, Germany	Sustainability Meeting				Project Meetings	
All	28/4/2010	Edinburgh, UK	WP meeting				Project Meetings	
UEDIN	29/4/2010	Edinburgh, UK	Presentation of MIMO during the meeting of the EUROPEANA Communication group	Experts			Presentation of MIMO during the meeting of the EUROPEANA Communication group	
RMCA	2/5/2010	Tervuren, Belgium	Presentation of MIMO during running exhibition	General public			Presentation of MIMO during running exhibition	
AF	3/5/2010	Florence, Italy	Presentation of the MIMO project to the students of the MA in History of the Arts and Performance of the University of Florence	Students			Presentation of the MIMO project to the students of the MA in History of the Arts and Performance of the University of Florence	
CM	5/5/2010	Paris / Bibiothèque Nationale de France	presentation	BNF Librarians	3	3	Professionnal	
CM	17/5/2010	Royaumont	presentation	Librarians	40	40	Professionnal	Librarians working group

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici- pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
AF	20/5/2010	Ravenna, Italy	MIMO leaflets were distributed at the International Workshop on Diagnostics and Preservation of Musical Instruments organized in Ravenna by the Department of Histories and Methods for the Preservation of Cultural Heritage, University of Bologna	General public			MIMO leaflets were distributed at the International Workshop on Diagnostics and Preservation of Musical Instruments organized in Ravenna by the Department of Histories and Methods for the Preservation of Cultural Heritage, University of Bologna	
GNM	21/5/2010	Nuremberg, Germany	Presentation of MIMO during the conference MAI 2010 (Museums and the Internet) in GNM	Experts			Presentation of MIMO during the conference MAI 2010 (Museums and the Internet) in GNM	
UEDIN	27/5/2010	Washington DC, U.S.A.	Arnold Myers presented MIMO at the Library of Congress	Experts			Arnold Myers presented MIMO at the Library of Congress	
SPK	27/5/2010	Berlin, Germany	Presentation of MIMO during meeting of ethnomusicological archives in the Ethnological Museum, Berlin	Experts			Presentation of MIMO during meeting of ethnomusicological archives in the Ethnological Museum, Berlin	
SPK	28/5/2010	Berlin, Germany	Presentation of MIMO during meeting of ethnomusicological archives in the Ethnological Museum, Berlin	Experts			Presentation of MIMO during meeting of ethnomusicological archives in the Ethnological Museum, Berlin	
RMCA	8/6/2010	Belgium	TV Generalcast on the MIM and MIMO on rtbf.be	General public			Radio and TV Generalcasts	
All	23/6/2010	Berlin, Germany	PSG and WP meeting				Project Meetings	
All	24/6/2010	Berlin, Germany	PSG and WP meeting				Project Meetings	
HML	28/6/2010	London, UK	EUROPEANA-UK conference in central London: presentation by Margaret Birley on behalf of the UEDIN about the MIMO project.	Experts			EUROPEANA-UK conference in central London: presentation by Margaret Birley on behalf of the UEDIN about the MIMO project.	
SPK	29/6/2010	Berlin, Germany	Presentation of MIMO during guided tour for museum assistants from Berlin & Brandenburg	Experts			Presentation of MIMO during guided tour for museum assistants from Berlin & Brandenburg	
SPK	4/7/2010	Berlin, Germany	Presentation of MIMO during the event "Tag der Forschung", organized by SPK	General public			Presentation of MIMO during the event "Tag der Forschung", organized by SPK	

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
UEDIN	1/8/2010	Edinburgh, UK	MIMO display at St Cecelia's Hall	General public			MIMO display at St Cecelia's Hall	
RMCA	13/8/2010	Utrecht, The Netherlands	Ignace De Keyser attended the International Society for Music Information Retrieval (ISMIR) Conference	Experts			Ignace De Keyser attended the International Society for Music Information Retrieval (ISMIR) Conference	
MIM-BE	4/9/2010	MIM-BE	Repetitie				Open Repetitie	Bruxcelli
MIM-BE	5/9/2010	MIM-BE	concert		65		Muziek in de zalen	Duo Andarès
CM	6/9/2010	Paris / Cité de la musique	conference	Museoprephy students	15	20	Professionnal	Ecole du Louvre
CM	8/9/2010	Paris / Cité de la musique	presentation	Musée de Ceret	3	3	Professionnal	
MIM-BE	8/9/2010	MIM-BE	Repetitie				Open Repetitie	Vlaams Radio Koor (VRK)
All	9/9/2010	Berlin, Germany	Sustainability Meeting				Project Meetings	
CM	13/9/2010	Amsterdam	conference	Europeana members	120		Professionnal	Europeana meeting
GNM	20/9/2010	GNM	Short presentation of MIMO within workshop	Pedagogical staff for adults and children	12	12	-	Workshop on historic musical instruments; Germanisches Nationalmuseum Nürnberg
MIM-BE	23/9/2010	MIM-BE	Concert				Nocturne	Verschillende artiesten
MIM-BE	23/9/2010	MIM-BE	Concert		80		nocturneconcert	Christophe Rousset
MIM-BE	26/9/2010	MIM-BE	Concert		30		Astoria concertreeks	Monnaie String Trio
MIM-BE	29/9/2010	MIM-BE	Repetitie				Open Repetitie	Vlaams Radio Koor (VRK)
MIM-BE	1/10/2010	MIM-BE	-	visitors of the museum	30	15	-	open rehearsal Bruxcelli; Concert hall MIM-BE
MIM-BE	1/10/2010	MIM-BE	Repetitie				Open Repetitie	
MIM-BE	3/10/2010	MIM-BE	-	visitors of the museum, concert audience	150	75	-	Concert Astoria; Concert hall MIM-BE
MIM-BE	3/10/2010	MIM-BE	Concert		60		Astoria concertreeks	blumenthal-Hardy
MIM-BE	3/10/2010	MIM-BE	Concert		72		Muziek in de zalen	Bruxcelli
CM	4/10/2010	Paris / Cité de la musique	presentation	Musée de l'Armée	4	4	Professionnal	
MIM-BE	5/10/2010	MIM-BE	-	visitors of the museum	25	10	-	open rehearsal VRK; Concert hall MIM-BE
SPK	5/10/2010	States Library Berlin (Staatsbibliothek zu Berlin)	PPP Europeana-Deutschland-Treffen	Museum specialists, experts on museum documentation systems	200	200	Deutsches Kulturerbe auf dem Weg in die Europeana	EuropeanaLocal-Deutschland Title: Deutsches Kulturerbe auf dem Weg in die Europeana
MIM-BE	5/10/2010	MIM-BE	Repetitie				Open Repetitie	Vlaams Radio Koor (VRK)
MIM-BE	6/10/2010	MIM-BE	concert				Muziek in de zalen	Pianisten in Spiegelzaal

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici- pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
MIM-BE	7/10/2010	MIM-BE	-	visitors of the museum	25	10	-	open rehearsal VRK; Concert hall MIM-BE
MIM-BE	10/10/2010	MIM-BE	-	visitors of the museum, concert audience	150	75	-	Concert Astoria; Concert hall MIM-BE
MIM-BE	10/10/2010	MIM-BE	Concert		75		Astoria concertreeks	Festival Mozart
GNM	10/10/2010	GNM	guided tour	Adult persons interested in general culture	10	8	-	guided tour on historic musical instruments in new gallery; Short presentation of MIMO within guidedtour
GNM	10/10/2010	GNM	guided tour	Adult persons interested in general culture	10	8	-	guided tour on historic musical instruments in new gallery; Short presentation of MIMO within guidedtour
SPK	11/10/2010	Zuse Institute Berlin "Documentation" of the German Museums Association (Berliner Herbsttreffen zur Museumsdokumentation)			20			Annual meeting of the special interest group; Museum of Musical Instruments within the MIMO project"
MIM-BE	12/10/2010	MIM-BE	-	visitors of the museum, concert audience	37	20	-	Concert Les Lundis d'Hortense; Concert hall MIM-BE
MIM-BE	12/10/2010	MIM-BE	Concert		42		Les lundis d'Hortense	Ben Sluijs & Erik Vermeulen
ULEI	12/10/2010	Zuse Institute Berlin "Documentation" of the German Museums Association (Berliner Herbsttreffen zur Museumsdokumentation)	lecture and PPP on "Digitisation at the Leipzig University	Museum specialists from all over Germany, experts on museum documentati on systems	70	100		Annual meeting of the special interest group; Museum of Musical Instruments within the MIMO project"
CM	13/10/2010	The Hague, Netherlands	prsentation	?	?	?		Europeana Open Culture 2010 (Europeana annual conference)/ Pre-Conference, Council of Content Providers and Aggregators. Targed group : content providers and aggregators. Audience: 120. Flyers distributed.Presentation form: Powerpoint; Koninklijke Bibliotheek, The Hague, Netherlands

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
SPK	13/10/2010	Berlin, Germany	guided tour	visitors of the museum	5	5		guided tour
MIM-BE	19/10/2010	MIM-BE	-	visitors of the museum, concert audience	47	30	-	Concert CRB; Concert hall MIM-BE
MIM-BE	19/10/2010	MIM-BE	Concert		47		Studentenconcerten	Studenten CRB - Anniversaire en touche
MIM-BE	21/10/2010	MIM-BE	Concert		71		Schoolvoorstelling (SO-NL)	Popular Strings
MIM-BE	22/10/2010	MIM-BE	-	Students, visitors of the museum	53	30	-	Lecture-Performance "Michel Lambert et l'air de Cour"; Concert hall MIM-BE
MIM-BE	22/10/2010	MIM-BE	Lezing		53		Journées Lambert	Catherine Massip
MIM-BE	24/10/2010	MIM-BE	-	visitors of the museum, concert audience	150	75	-	Concert Astoria; Concert hall MIM-BE
MIM-BE	24/10/2010	MIM-BE	Concert		40		Astoria concertreeks	Pascal Moragues & Barbara Binet
MIM-BE	26/10/2010	MIM-BE	Concert		59		Schoolvoorstelling (LO-NL)	Triatu
SPK	27/10/2010	Berlin, Germany	guided tour	visitors of the museum	5	5		guided tour
GNM	27/10/2010	GNM	Short presentation of MIMO by Bavarian radio journalist during concert introduction	Music lovers	420	75	-	Musica Antiqua concert at GNM (via cooperating partner Bavarian state radio)
MIM-BE	29/10/2010	MIM-BE	-	visitors of the museum	30	15	-	open rehearsal Bruxcelli; Concert hall MIM-BE
MIM-BE	29/10/2010	MIM-BE	-	representatives from the cultural sector, ICT and research, and cultural and science policy	180	?	-	International conference: "e-Infrastructures for Cultural Heritage" (org. Digital Cultural Heritage Network (ERANET DC-NET); http://www.dc-net.be); Royal Library Brussels
MIM-BE	29/10/2010	MIM-BE	Lessen				Studentenconcerten	Openbare lessen Claire Chevalier
MIM-BE	30/10/2010	MIM-BE	Masterclass				Barokzang	Stephan Van Dyck - La camerata sprezzatura
CM	1/11/2010		video production				find at this address the video CM produced for the promotion of the Musical Instruments French Database. This database will be harvested in the MIMO database in the future.	http://www.mosquito.fr/CiteMusique-Video-07.mp4.zip

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CM	1/11/2010		Press release				related to video production	
HM	1/11/2010		distribution of leaflets			90		MIMO leaflets were displayed on the Galpin Society stall at the exhibition.
HM	1/11/2010		distribution of leaflets					leaflets to the majority of the stallholders at the exhibition
HM	1/11/2010							The Early Music Today magazine showed interest and have commissioned an article which will appear shortly.
AF	1/11/2010	Galleria dell'Accademia - Florence, Musical instruments Department	Distribution of leaflets	Museum visitors		800	Normal opening hours till 31/01/2011	
ULEI	2/11/2010	Leipzig University Museum of Musical Instruments	lecture	Students in instrument making from Markneukirchen	ca. 20	ca. 20		
ULEI	2/11/2010	Wartburg Castle, Eisenach	presentation	museum specialists from all over Germany	ca. 40	-	Conference of National Cultural Institutions (KNK)	
MIM-BE	3/11/2010	MIM-BE		visitors of the museum, concert audience	180	100		Concert Max Vandervorst;
MIM-BE	3/11/2010	MIM-BE	Concert				Muziek in de zalen	Pianisten in Spiegelzaal
MIM-BE	3/11/2010	MIM-BE	Concert		179		Familieconcert	Max Vandervorst
UEDIN	4/11/2010				50			account of MIMO in a presentation to first year music students.
MIM-BE	7/11/2010	MIM-BE	Concert		50		Astoria concertreeks	Caridad Galindo & Marianne Rubinstein
MIM-BE	9/11/2010	MIM-BE		visitors of the museum, concert audience	77	30		Concert CRB
MIM-BE	9/11/2010	MIM-BE	Concert		77		Studentenconcerten	Studenten CRB - American Songs
RMCA	9/11/2010	RMCA	-	-	-	-	-	RMCA reported not to perform dissemination events till End of year 2011.
MIM-BE	10/11/2010	Music Library, Music Department, University of Louvain		students musicology		40		
SPK	10/11/2010	Berlin, Germany			30	30		guided tour and Presentation of MIMO to 15 Members of the National Museums of China

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SPK	11/11/2010	Berlin, Germany	guided tour	visitors of the museum	5	5		
HM	12/11/2010	HM	?	?	?	?	?	leaflet made available at the stand of the Galpin Society at the London Early Music Exhibition,Poster exhibition in the hall
MIM-BE	19/11/2010	MIM-BE	Concert		47		Schoolvoorstelling (LO-NL)	Banabe
MIM-BE	21/11/2010	MIM-BE	Concert		85		Astoria concertreeks	Trio Vidas
AF	22/11/2010	Galleria dell'Accademia - Florence, Room of the Late XIV Century	Distribution of leaflets	Ordinary people, Students, Instrument makers	150	150	Concert	La musica alla corte di Maria Barbara di Braganza
AF	22/11/2010					150		MIMO leaflets were distributed to the public of the concert La musica alla corte di Maria Barbara di Braganza organized in the Room of the Late XIV Century of the Galleria dell'Accademia in Florence (an initiative promoted by the Ministry of Cultural Heritage)
AF	22/11/2010		concert		150	150		La musica alla corte di Maria Barbara di Braganza
CM	22/11/2010	Paris / Cité de la musique	presentation	Museums curators	100	100	Dissemination	French music museums meeting
MIM-BE	23/11/2010	MIM-BE	Concert		72		Studentenconcerten	Studenten CRB - Birth of the cool
MIM-BE	24/11/2010			specialists of music patrimony	50	30		Dag van het muzikaal erfgoed 2010/ Muzikaal Erfgoed in Vlaanderen
ULEI	25/11/2010	Leipzig University Museum of Musical Instruments	lecture	Students of museology and the head of the Leipzig Bach Museum	ca. 5	ca. 10		
CM	26/11/2010		Press Conference		?	?		Press conference, The Musical Instrument National DataBase (The Musical Instrument French DataBase). Targed group: french museums with musical instruments collections. Amount of audience and flyers distributed: 100. Presentation form: Video. CM
MIM-BE	27/11/2010	Goetheanum, Dornach (near Basel), Switzerland		specialists	?	50		15th International CHIME Conference (International Congress of Chinese and East-Asian Music)
MIM-BE	28/11/2010	MIM-BE	Concert		70		Astoria concertreeks	Dominique Cornil & François Mairet

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MIM-BE	30/11/2010	De Singel, Antwerpen		Composers, musicians, concert programmers, musicologists, teachers, journalists, music editors, music students	200	100		Staten-Generaal van de Klassieke Muziek; Muziekcentrum Vlaanderen: yearly meeting for professionals in the classical Music sector Flanders
AF	1/12/2010	Univeristy of Florence, main building	Distribution of leaflets	Students		300	Opening of the Academic Year	
MIM-BE	1/12/2010	MIM-BE	Concert		80		Familieconcert	Babar
CM	2/12/2010	Paris / Centre Pompidou	conference	Cultural administrators	30	30	Professionnal	Seminar of Haut conseil Education artistique et culturelle
MIM-BE	2/12/2010	MIM-BE	Concert		29		Schoolvoorstelling (LO-FR)	Babar
MIM-BE	3/12/2010	MIM-BE	Lessen				Studentenconcerten	Openbare lessen Claire Chevalier
SPK	4/12/2010	Ethnological Museum, Berlin	presentation	General public	12	12	advent market	Markt der Kontinente
AF	5/12/2010	National Library - Florence	Distribution of leaflets, presentation	Public interested in musical instruments	50	50	Presentation of a book on the viol	Bettina Hoffman: the viol
MIM-BE	5/12/2010	MIM-BE	Concert		170		Astoria concertreeks	Quatuor Parisii & C°
MIM-BE	7/12/2010	MIM-BE	Concert		56		Studentenconcerten	Studenten CRB - Sonates en trio
MIM-BE	9/12/2010	Permeke bibliotheek, Antwerpen		specialists of music patrimony	50	30		Dag van het muzikaal erfgoed 2010/ Muzikaal Erfgoed in Vlaanderen
MIM-BE	9/12/2010	Muziekcentrum Vlaanderen, Steenstraat 25, 1000-Brussels		professionals classical music		30		
MIM-BE	9/12/2010	Permeke bibliotheek, Antwerpen		professionals classical music		30		
MIM-BE	10/12/2010	MIM-BE	Lessen				Studentenconcerten	Openbare lessen Claire Chevalier
SPK	10/12/2010	Berlin, Germany	guided tour	specialist (musician)	10	10		
SPK	10/12/2010	Berlin, Germany	guided tour	specialist (musician)	5	5		
MIM-BE	12/12/2010	MIM-BE	Concert		50		Astoria concertreeks	Jerold Rubenstein, Miha Haran & Dalia Ouziel

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GNM	13/12/2010	GNM	Short presentation of MIMO within the workshop	Pedagogical staff for adults and children	10	0		Workshop on historic musical instruments.
UEDIN	14/12/2010	Engine Shed, Edinburgh		Conference group	60	50		Collections Trust: Europeana Scotland Conference
HM	14/12/2010					90		The 2010 Greenwich International Early Music Festival and Exhibition Old Royal Naval College Greenwich, London SE10 9L
AF	15/12/2010	Conservatory of Music "G. Verdi" - Library	Distribuition of leaflets	Students, Teachers and visitors		150	Normal opening hours	
GNM	15/12/2010	GNM	Short presentation of MIMO by Bavarian radio journalist during concert introduction	Music lovers	350	60		Musica Antiqua concert
UEDIN	15/12/2010	St Cecilia's Hall, Edinburgh	PPP	Friends of Edinburgh University Library	50	30		Friends of Edinburgh University Library AGM
MIM-BE	17/12/2010	Chancellor's Hall, Senate House, University of London		musicologists, specialized in ancient music	50	20		Iconea-conference 2010: Musical Exchanges between Ancient Egypt and the Near East during, before and after the Hyksos Kings
MIM-BE	17/12/2010	MIM-BE	concert		35		Studentenconcerten	Studenten KCB
MIM-BE	17/12/2010	MIM-BE	Concert				Barokzang	Stephan Van Dyck - La camerata sprezzatura
AF	18/12/2010	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors, students, instrument makers		25		
MIM-BE	19/12/2010	MIM-BE	Concert		80		Astoria concertreeks	Philippe Raskin
MIM-BE	21/12/2010	MIM-BE	Concert		37		Studentenconcerten	Studenten CRB - Violon
MIM-BE	26/12/2010	MIM-BE	Concert		200		Astoria concertreeks	La Chantanne - Aga Winska
GNM	1/1/2011		article	musicians, teachers				Das Orchester, p. 42f
SPK	5/1/2011	Berlin, Germany	contact mail	instrument makers, restorers	?			Croatian Association of Professional String Instrument Makers and Restorers
SPK	5/1/2011	Berlin, Germany	contact mail	instrument makers, restorers	?			British Violin Makers Association

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SPK	5/1/2011	Berlin, Germany	contact mail	restorers	?			Verband der Restauratoren
SPK	5/1/2011	Berlin, Germany	contact mail	instrument makers, restorers	?			Bund Deutscher Klavierbauer
SPK	5/1/2011	Berlin, Germany	contact mail	instrument makers, restorers	?			Bund Deutscher Orgelbaumeister e.V.
SPK	5/1/2011	Berlin, Germany	contact mail	teachers, music lovers	?			Deutsche Gesellschaft für Flöte
SPK	6/1/2011	Berlin, Germany	contact mail	instrument makers, restorers	?			European Association of Violin and Bow Makers
SPK	7/1/2011	Berlin, Germany	contact mail	instrument makers, musicians, teachers	900			Lute Society
RMCA	12/1/2011	RMCA - ROB TV	TV Presentation	General public	n.a.	n.a.	MIMO Meeting	KMMA/MIMO / ROB TV Generalcasts this interiew on 12. January 2011 in a loop starting from 6.00 p.m. You can also watch this reportage from 7.00 p.m. on http://www.robnet.be.
AF	13/1/2011	University of Florence, Faculty of Arts and Philosophy, various Departments	Distribution of leaflets	Students and Teachers	50	50		
MIM-BE	14/1/2011	MIM-BE		studenten oude muziek conservatorium brussel	20		Studiedag restauratie ism conservatorium brussel	exposé of the project to the target group by Emmanuelle Ceulemans, curator stringed instruments and scientific collaborator of the MIMO project
RMCA	18/01/2011	RMCA	Article/ Newspaper	General public	n.a.	n.a.	MIMO Meeting	La Libre Belgique
MIM-BE	19/1/2011	kmkg – Jubelpark		Professionals digitization cultural patrimony and collection management Belgium	60	60	Athena-europeana conference: Conferentie Europeana en de digitale ontsluiting van cultureel erfgoed	
RMCA	21/01/2011	RMCA	Article/ Newspaper	General public	n.a.	n.a.	MIMO Meeting	Le Vif/ L'Express
AF	24/1/2011	University of Florence, MA in History of the Arts and Performance	Presentation	Students and Teachers	50	50	Conference	
MIM-BE	27/1/2011	MIM-BE	interview Stéphane Colin (collaborator mim)				Radio catholique Francophone de Belgique : including promotion for the project	

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
RMCA	27/1/2011	newspaper	*article in Le Vif / L'Epress*	General public			result of of our Tervuren Press Conference.	
MIM-BE	28/1/2011	MIM-BE				15	official ceremony Corean ambassy (donation instruments)	
AF	1/2/2011					800	The Musical Instrument Department of the Galleria dell'Accademia in Florence has set up a computer available to the ca 800 visitors that visit the display every day, which is connected to the internet with access restricted to the MIMO page (www.mimo-project.eu). In this visitors can see information about MIMO continously updated, and subscribe to the MIMO Newsletter immediately through the page. The computer is highlighted by two text and image panels that describe the content of the project.	
RMCA	1/2/2011	RMCA					ftp://ftp.africamuseum.be/deprt4/out_dep4/museology/voor_IGNACE_KRISTIEN/	Presentation of MIMO in Wissenschaftssaal of the RMCA Restaurant
RMCA	01/02/2011	RMCA	Article/ Newspaper	General public	n.a.	n.a.	MIMO Meeting	Le Soir
ULEI	2/2/2011	Mannheim, Museum für Technik und Arbeit	Powerpoint presentation	museum trainees of Baden-Württemberg	120	-	Advanced education for museum trainees of Baden-Württemberg	
ULEI	5/2/2011	Leipzig University Museum of Musical Instruments	presentation	friends and sponsors of the museum	32	30	Annual Meeting of the Friends of the Leipzig University Museum of Musical Instruments	
ULEI	5/2/2011	Leipzig University Museum of Musical Instruments	presentation	friends and sponsors of the museum	32	30	Annual Meeting of the Friends of the Leipzig University Museum of Musical Instruments	
AF	8/2/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors, students, instrument makers		50		
AF	10/2/2011	Mailing	Promotion	Students, Teachers, Instrument makers	2781	2781 (electronic)	Mailing list	
AF	15/2/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Promotion	Students, teachers, instrument makers,	1021	1021	Mailing list	
AF	15/2/2011	www.facebook.com	Promotion	Ordinary people, students	150			
AF	15/2/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors, students, instrument makers		50		

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
AF	15/2/2011	Music School in Fiesole (Florence)	Distribution of leaflets	Students, teachers, instrument makers,		50		
RCMA	16/02/2011	RMCA	Presentation	visitors	n.a.	500	Museum circuit	"Science corner"
AF	17/2/2011	"Giuseppe Verdi" theater, foyer	Distribution of leaflets	Visitors, ordinary people		30		
RMCA	17/02/2011	Mons: Conservatoire	Communication	students	30	30	Curriculum	"Organology"
AF	18/2/2011	"La Pergola" Theater	Distribution of leaflets	Visitors, ordinary people		30		
AF	18/2/2011	6 different bookstore with music department	Distribution of leaflets	Students, teachers, ordinary people		120		
AF	18/2/2011	Record store and musical instruments sore	Distribution of leaflets	Students, teachers, musicians		60		
AF	21/2/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors, students, instrument makers		50		
AF	21/2/2011		Promotion	Teachers, students		30	Foreign institutes in Florence, Mailing list	
AF	21/2/2011		Promotion	CIMCIM members		130	CIMCIM mailing list	
AF	23/2/2011	National library in Florence (BNCF)	Distribution of leaflets	Teachers, students		50		
RCMA	23/02/2011	Brussels: Conservatoire (F)	Communication	students	25	25	Curriculum	"Organology"
AF	24/2/2011	Libraries in Florence (Marucelliana, Riccardiana, Oblate)	Distribution of leaflets	Teachers, students		60		
AF	24/2/2011	University of Florence, Faculty of Arts and Philosophy, various Departments	Distribution of leaflets	Teachers, students		80		
AF	24/2/2011	Conservatory "L. Cherubini" in Florence	Distribution of leaflets	Teachers, students		30		
CM	24/2/2011	Lillers	presentation	Librarians	20	20	Dissemination	Regional libraries
AF	01/03/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers		25		
ULEI	1/3/2011	Leipzig University Museum of Musical Instruments, permanent exhibition and study exhibition	Promotion: MIMO work visible for visitors	museum visitors	open	continuing till 14.03.2011	The university photographer takes photos of large objects in our exhibition rooms, where every interested visitor can come, have a look at the photography work and learn about MIMO	
AF	03/03/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers		25		
AF	08/03/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers		30		
SMS-MM	11/03/08	www.facebook.com	News item	www	1777	0	Facebook	MIMO Presentation
AF	10/03/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers		25		

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
AF	14/03/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers	150		Concert	
SMS-MM	11/03/14	www.facebook.com	Instrument presentation	www	1989	0	Facebook	Pico pipe
SMS-MM	11/03/16	www.facebook.com	promotion	www	2139	0	Facebook	instrument quiz
GNM	21/03/2011	GNM	MIMO in coll.	General	200	20	MIMO photo session	
CM	28/3/2011	Vienna, Austria	presentation	Europeana WP3	40	10	Professionnal	
SMS-MM	11/03/30	www.facebook.com	Instrument presentation	www	1735	0	Facebook	upright piano
SMS-MM	11/03/31	www.facebook.com	News item	www	1335	0	Facebook	Haydn's birthday
SMS-MM	11/04/01	www.facebook.com	Instrument presentation	www	1484	0	Facebook	Strad.
SPK	02/04/2011	Berlin, Germany	communication	experts	6	6		
AF	04/04/2011	http://www.uffizi.firenze.it/muse	Online promotion	cholars, museum visitors				Polo museale fiorentino
AF	07/04/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers	30			
AF	09/04/2011	CNRR de Nice Pierre Cocherea	Distribution of leaflets	udents, instrument makers	30		Conferences, concerts	u Seicento: sources et interpretation de la musiqu
AF	09/04/2011	http://www.beniculturali.it/mibac	Online promotion	cholars, museum visitors			Conferences, concerts, guidedtours	La settimana della cultura
GNM	11/04/2011	GNM	MIMO in coll.	General	250	15	MIMO photo session	
ULEI	13/4/2011	E-Mail	E-Mail to group	Members of the Institute for Instrument Research "Georg Kinsky e. V."		none	The MIMO standard dissemination letter (which was distributed by SPK) was sent to the members of the Institute for Instrument Research "Georg Kinsky e. V."	
AF	14/04/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers	30			
UEDIN	14/04/2011	Ravenna (Italy)	presentation		30	30		2nd International Workshop on Diagnostics and Preservation of Mus
AF	18/04/2011	http://www.conservatori.com/we	Online promotion	udents, teachers			Site of interest to music students	
SMS-MM	11/04/18	www.facebook.com	Instrument presentation	www	1238	0	Facebook	Harmonium
GNM	18/04/2011	GNM	MIMO in coll.	General	400	30	MIMO photo session	
SMS-MM	11/04/20	www.facebook.com	news item	www	1426	0	Facebook	Horowitz
AF	21/04/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers	30			
GNM	26/04/2011	GNM	guided tour	General	5	3		
GNM	27/04/2011	GNM	Concert	General	510	70		
AF	28/04/2011	Musical instruments Museum o	Distribution of leaflets	dents, instrument makers	30			
CM	28/4/2011	Paris / Cité de la musique	presentation	Copenhague musem	2	2	Professionnal	
SMS-MM	11/04/28	www.facebook.com	Instrument presentation	www	989	0	Facebook	nadeschwara-bina
SMS-MM	11/04/29	www.facebook.com	news item	www	no info	0	Facebook	duke ellington
SPK	2/5/2011	Berlin, Germany	Talk with experts	experts	1	1		
CM	3/5/2011	Paris / Gaité lyrique	conference	General public	300	300	Dissemination	
SPK	03/05/2011	Berlin, Germany	Communication	experts	2	0		
ULEI	3/5/2011	E-mail	E-mail	Student of the Hochschule für Musik, Weimar	1	0	Information about the MIMO DB and invitation to have a look to the MIMO web-site	
ULEI	3/5/2011	Händel-House, Halle	talk	Händel-House museum staff	3	20	Information about the MIMO DB and invitation to have a look to the MIMO web-site	

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
SPK	4/5/2011	Berlin, Germany	Conference	Museums curators	25	25		ZMO Tagung
AF	7/5/2011	University of Florence	Presentation	Students, scholars, teachers			Conference	Festival d'Europa - Europa in ricerca
AF	7/5/2011	University of Florence	Distribution of leaflets	Students, scholars, teachers		90	Conference	Festival d'Europa - Europa in ricerca
SPK	07/05/2011	Berlin, Germany	Communication	experts	7	7		
GNM	9/5/2011	GNM	General meeting	General	40	20	General meeting of patrons of the Hochschule für Musik Nürnberg	
SPK	10/5/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	11/5/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	13/5/2011	Berlin, Germany	Photoshooting	Photographers	3	3	Shooting Lange Nacht der Museen	
ULEI	13/5/2011	Leipzig University Museum of Musical Instruments	talk	Students of instrument restoration	5	5	Visit of students of instrument restoration to the Museum	
AF	13/5/2011	Istituto Centrale per il Catalogo e la Documentazione (Rome)	Distribution of leaflets			50	Conference	IAML Italia annual meeting
AF	14/5/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors, students, instrument makers		30		
SPK	14/05/2011	Cologne	Presentation	students	20	20	study course	
SPK	15/05/2011	Cologne	Presentation	students	20	20	study course	
ULEI	16/5/2011	Bach-Archiv, Leipzig	talk	Museum directors of KNK	30	--	Conference of National Cultural Institutions (KNK)	
ULEI	18/5/2011	E-Mail	E-Mail	A violin maker	1	--	Invitation for subscription on the MIMO newsletter	
GNM	18/5/2011	GNM	MIMO in coll.	General	150	10	MIMO photo session	
SPK	20/5/2011	Berlin, Germany	Distribution of leaflets	Musical experts	6	6		
SPK	20/5/2011	Berlin, Germany	Seminar	Students	9	9	Hauptseminar Köln	
SPK	21/5/2011	Berlin, Germany	Conference	experts	12	12	Tagung Frau Ziegler	
GNM	23/5/2011	GNM	MIMO in coll.	General	300	25	MIMO photo session	
HML	26/5/2011	Horniman Museum, London	presentation	General public	10	10	music of the trough zither nanga	Sounds of Uganda
AF	28/5/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors, students, instrument makers		30		
SPK	28/5/2011	Berlin, Germany	Seminar	Students	2	2	Hauptseminar Köln	
AF	31/5/2011		E-mail promotion - standard letter	Music high schools	45			
AF	31/5/2011		E-mail promotion - standard letter	Conservatories	24			

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici- pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
AF	31/5/2011		E-mail promotion - standard letter	Music universities	18			
AF	31/5/2011		E-mail promotion - standard letter	Music teacher association	1			
AF	31/5/2011		E-mail promotion - standard letter	Instrument maker association	2			
SPK	31/5/2011	Berlin, Germany	Talk with experts	experts	1	1	Humboldt-Forum	
GNM	1/6/2011	GNM	Concert	General	350	60		Musica Antiqua
SPK	1/6/2011	Berlin, Germany	guided Tour	Musical experts	15	15	Führung Musikakademie Wiesbaden	
SPK	1/6/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	3/6/2011	Berlin, Germany	Talk with experts	experts	5	5		
CM	7/6/2011	Birmingham, UK	presentation	Core CCPA technical group	10	10	Professionnal	Open Culture 2010
SPK	8/6/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	9/6/2011	Berlin, Germany	Conference	Experts	80	80	ILKAR-Tagung	
SPK	17/6/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	22/6/2011	Berlin, Germany	Talk with experts	experts	2	2		
AF	27/6/2011	www.facebook.com	Newsletter promotion	Students, musicians	150		Facebook event	
SPK	28/6/2011	Berlin, Germany	Talk with experts	Musical experts	2	2	Musikhochschule Tunis	
HML	30/6/2011	Horniman Museum, London	concert	Friends of the Horniman	80	80	Horniman Friends' concert	John Irving and Jane Booth in Concert
ULEI	30/6/2011	Leipzig University, Institute for Musicology	staff meeting	Staff members of the Leipzig Institute for Musicology	15	--	Report about the progress of the MIMO project, suggestion to include the project's outcome into teaching	Regular staff meeting of the Leipzig Institute for Musicology
SPK	1/7/2011	Berlin, Germany	Talk with experts	experts	2	2		
SPK	4/7/2011	Berlin, Germany	Distribution of leaflets	Musical experts	5	5		
SPK	5/7/2011	Berlin, Germany	Talk with experts	experts	2	2		
SPK	7/7/2011	Berlin, Germany	Talk with experts	experts	1	1		
UEDIN	8/7/2011	Germany	Radio Generalcast	General public			WDR 3 report	onArt: MIMO - Musical Instrument Museums Onlin
GNM	10/7/2011	GNM	guidedTour	General	80			
AF	12/7/2011	University of Florence	Distribution of leaflets	Scholars	70	30	Conference, concert	Safeguard of cultural heritage - Cost strategy workshop
SPK	13/7/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	15/7/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	15/7/2011	Berlin, Germany	Distribution of leaflets	students	16	16		
SPK	19/7/2011	Berlin, Germany	Talk with experts	experts	2	2		
SPK	20/7/2011	Berlin, Germany	Talk with experts	experts	1	1		

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici- pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
UEDIN	21/7/2011	Salvador, Brazil	Presentation		50	50	13th International RIdIM Conference and 1st Brazilian Conference on Music Iconography: Enhancing Music Iconography	
SPK	22/7/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	22/7/2011	Berlin, Germany	Distribution of leaflets	Musical experts	6	6		
SPK	26/7/2011	Berlin, Germany	Talk with experts	experts	2	2		
SPK	27/7/2011	Berlin, Germany	Talk with experts	experts	1	1		
UEDIN	29/7/2011	Dublin	Presentation	Experts	70	70	IAML	
CM	29/7/2011	Dublin	Presentation	Experts	70	70	IAML	
UEDIN	1/8/2011	Germany	Radio Generalcast	General public			Deutschlandfunk report	Musikjournal: MIMO - Musical Instrument Museum
AF	1/8/2011	Sent leaflets for Magnano early music festival	Distribution of leaflets	Students, musicians		75	Conference, concerts	Musica antica a Magnano
AF	2/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors		30		
SPK	3/8/2011	Berlin, Germany	Talk with experts	experts	1	1		
SPK	4/8/2011	Berlin, Germany	Talk with experts	experts	2	2		
AF	4/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors		30		
SPK	8/8/2011	Berlin, Germany	Talk with experts	experts	1	1		
AF	9/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors		30		
SPK	10/8/2011	Berlin, Germany	Talk with experts	experts	3	3		
SPK	11/8/2011	Calcutta, Indien	Talk with experts, Distribution of leaflets	experts	8	8	Lars Koch talked to an interested museum in Calcutta	
AF	11/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors		30		
SPK	12/8/2011	Berlin, Germany	Talk with experts	experts	2	2		
SPK	17/8/2011	Berlin, Germany	Talk with experts	experts	3	3		
AF	18/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of leaflets	Visitors		30		
SPK	19/8/2011	Berlin, Germany	Presentation + Distribution of leaflets	experts	15	15		
AF	23/8/2011	www.aduim.eu	Creation of a link to MIMO site	Universities music teacher			ADUIM is Association of music teacher of italian universities	
AF	25/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of MIMO new postcards	Visitors		30		
HML	25/8/2011	Horniman Museum, London	concert	general public	around 80	60	Horniman Museum concert in Museum Conservatory	Music from 18th century London and Italy, concert for viola da gamba and harpsichord
SPK	27/8/2011	Berlin, Germany	Presentation + Distribution of leaflets	General public	150	150		Lange Nacht der Museen

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici- pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
AF	30/8/2011	Musical instruments Museum of the Galleria dell'Accademia in Florence	Distribution of MIMO new postcards	Visitors		30		
HML	1/9/2011	Musical Instrument Museum, Brussels	presentation	members of CIMCIM	around 46		CIMCIM meeting	Annual meeting of CIMCIM, the International Committee of Musical Instrument Museums and Collections of ICOM, the International Council of Museums
CM	1/9/2011	Musical Instrument Museum, Brussels	presentation	members of CIMCIM	around 46		CIMCIM meeting	Annual meeting of CIMCIM, the International Committee of Musical Instrument Museums and Collections of ICOM, the International Council of Museums
UEDIN	1/9/2011	Musical Instrument Museum, Brussels	presentation	members of CIMCIM	around 46		CIMCIM meeting	Annual meeting of CIMCIM, the International Committee of Musical Instrument Museums and Collections of ICOM, the International Council of Museums
MIM-Be	1/9/2011	Musical Instrument Museum, Brussels	presentation	members of CIMCIM	around 46		CIMCIM meeting	Annual meeting of CIMCIM, the International Committee of Musical Instrument Museums and Collections of ICOM, the International Council of Museums
AF	21/10/2011	Sent leaflets for Italian Musicological Society annual meeting	Distribution of leaflets	Scholars		25	Conference, concerts	Convegno annuale SIdM
UEDIN	6/12/2011	Rotterdam	Presentation		600	600	DISH Conference (Digital Strategies for Heritage)	
AF	22.11.2010	AF	Concert	music lovers	150	150		La musica alla corte di Maria Barbara di Braganza
ULEI	30.05.2011	E-mail	E-mail	All mail partners of Fontana	10 per day		Invitation to have a look to the web-site	
GNM	19.20.2010	GNM	public MIMO-Fotosession	Museum visitors of all kinds and ages	150	10	-	Looking at the photowork, with large screen to follow photographers' work
GNM	23-26. November, 30 November – 3. December	GNM	public MIMO-Fotosession	Museum visitors of all kinds and ages	900	60		Looking at the photowork, with large screen to follow photographers' work

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
SPK	25.02.2010 - 25.03.2010	Berlin, Germany	Akademie der Staatlichen Museen zu Berlin - Winter Course 2010	Experts			Akademie der Staatlichen Museen zu Berlin - Winter Course 2010	
GNM	28. September – 1. October 2010	GNM	public MIMO-Fotosession	Museum visitors of all kinds and ages	300	15	-	Looking at the photowork, with large screen to follow photographers' work
GNM	28.02.-04.03.2011	GNM	MIMO in coll.	General	400	30	MIMO photo session	
GNM	28.03.-01.04.2011	GNM	MIMO in coll.	General	350	35	MIMO photo session	
CM	29.08. - 03.09.2011	Brussels, Paris	Presentation + Distribution of leaflets	experts			CIMCIM 2011	Annual conference of CIMCIM
MIM-Be	29.08. - 03.09.2011	Brussels, Paris	Presentation + Distribution of leaflets	experts			CIMCIM 2011	Annual conference of CIMCIM
UEDIN	29.08. - 03.09.2011	Brussels, Paris	Presentation + Distribution of leaflets	experts			CIMCIM 2011	Annual conference of CIMCIM
All	30. & 31.03.10	Brussels, Belgium	PSG and WP meetings				Project Meetings	
MIM-Be	31.03.& 01.04.10	Belgium	press echoes following the MIMO-Meeting and the press conference in Brussels by Skynet.be, Le Vif, Belga, Le Soir, L'echo	General public			Print Media	
GNM	5.-8. October 2010	GNM	public MIMO-Fotosession	Museum visitors of all kinds and ages	150	10	-	Looking at the photowork, with large screen to follow photographers' work
GNM	7.-10. September 2010	GNM	public MIMO-Fotosession	Museum visitors of all kinds and ages	200	10	-	Looking at the photowork, with large screen to follow photographers' work
HM	December 2010							The British Forum for Ethnomusicology one-day conference Institute of Musical Research School of Advanced Study University of London Senate House Malet Street London WC1E 7HU
HM	December 2010							MIMO musical instrument museums online' by Margaret Birley, Susanna Schulz and Daniela Nunes published in Newsletter 92 of the Friends of the Horniman (December 2010), pp.4-7 Leaflets were distributed to the participants in the conference (around 50)
SMS-MM	December 2011	Facebook Page		all	viewed 1597 times		announcement of GNM concert	
SMS-MM	December 2011	MIMO website		all			upload of 50 images and data ont he website	
UEDIN	It will appear early in 2011.							short piece on MIMO for the RIdIM Newsletter by Arnold yers.

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
SMS-MM	January 2011	MIMO website	a href="http://www. surveymonkey.com/s/5M98 S8X">Click here to take survey				All facebook users can find it via the MIMO facebook page	MIMO online survey version 1
ULEI	January 2011 (delivery of manuscript); June 2011 (publication)	Leipzig University	Publication: Leipzig University annual report	members of the Leipzig University, politicians, sponsors, alumni	open	-	In the University's annual report for 2010, where some pages are dedicated to the Museum of Musical Instruments, MIMO is presented as one of the main projects we are currently working on.	
SPK	Nov. & Dez. 09	Berlin & Cologne, Germany	Presentation of MIMO during a course on "Kulturgut digital – Das Projekt MIMO (Musical Instrument Museums Online)" at the university in Cologne	Students			Presentation of MIMO during a course on "Kulturgut digital – Das Projekt MIMO (Musical Instrument Museums Online)" at the university in Cologne	
AF	Nov/Dec. 2010		Distribution of leaflets		-	300		leaflets were distributed in the central hall of the Università degli Studi di Firenze
AF	Nov/Dec. 2010		Distribution of leaflets			700		leaflets were distributed in the central hall of the Musical Instrument Museum of the Galleria dell'Accademia in Florence
SMS-MM	Oct. 2010	Facebook Page		all	478 followers (access on 12. Jan.2011)		After the Stockholm meeting at the end of October we started an intensive campaign on facebook, with updates every other day (on consecutive days occasionally). The posts were most often images with short descriptions. Several of the item were headlined with the names of famous musical characters such as Chopin or Stradivarius. This had a dramatic effect on the number of followers we have which went up by nearly a hundred in the following two months. We now have 458 followers.	
RMCA	Sept./Oct. 2010	RMCA	Video	General public	-	-	-	Preparations for conferences and meetings with teachers associations
RMCA	Sept./Oct. 2010	RMCA	conference	teachers	-	-	-	Preparations for audio- and video-productions
SMS-MM	Sept./Oct. 2010	SMS-MM	Presentation /gallery	Museum visitors			Slide show of MIMO images in the museum concert hall foyer. All the new photos taken for MIMO were included in the slideshow, which was shown on a large screen for all visitors	

| Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
ULEI	since 07.02.2011	http://mfm.uni-leipzig.de/_dt/aktuelles/meldungen/2011_02_07_MIMO.php?navid=2	online event	all visitors of the museum's web page	open	-	A special page within our website promotes the MIMO project and offers links to the project homepage and Europeana	
SMS-MM	Since August2 2010	Facebook Page		all	1700 hits per facebook post (average); peak: >3000 hits		Since August, facebook shows how many hits each posting receives. Some of our older post have had over three thousand hits, at the moment, the average is about one thousand seven hundred hits per post.	
ULEI	since December 2010	Leipzig University Museum of Musical Instruments, Study exhibition	Promotion: MIMO work visible for visitors	museum visitors	open	continuing	Our photo set is installed in the study exhibition where every interested visitor can come, have a look at the photography work and learn about MIMO	
ULEI	since February 2011	Leipzig University Museum of Musical Instruments, permanent exhibition	Promotion: standup display and flyer distribution	museum visitors	open	continuing	A standup display in our permanent exhibition informs visitors about the MIMO project and explains why some instruments are not in their showcases during photography sessions.	
SPK	Since May 2010	Berlin, Germany	Presentation of the musical instrument's digitisation during the running exhibition in the Ethnological Museum in Berlin	General public			Presentation of the musical instrument's digitisation during the running exhibition in the Ethnological Museum in Berlin	
	spring 2010	Germany	article in the serial „Musikinstrumentenbauer in Deutschland"	General public			Print Media	
UEDIN/HM	to be published November 2010			experts	800			articles for Friends of the Horniman Newsletter

Institution/ Partner	Date of event /DD.MM.YYYY	Venue	Type of event	Target group	Number of partici-pants	Number of leaflets distribu-ted	Context of event	Title of event or of the context of event
UEDIN		Europe	article		1,600 readers, most are in Germany but there areabout 100 in Austria and 100 in Italy, and the U.S. plus a few in Japan and Turkey and one in Dakar. International universities are amongst their subscribers. (Germany, Austria, The Netherlands, the USA).	?	?	MIMO article has now beenpublished in the current edition of the Rohrblatt magazine
UEDIN	29/8/2011	Paris/Brussels	"Adding Collections to MIMO" leaflet distributed at CIMCIM conference	Experts	60	100	Presentation of MIMO at CIMCIM annual Conference	CIMCIM Annual Conference 2011
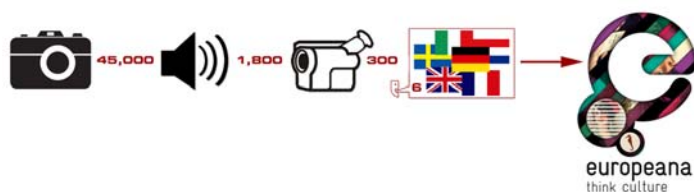
MIMO – Press Images

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![MIMO – musical instrument museums online]

No.	Image	Metadata
1		**Title -** Clavicorde de Lépante (Clavichord) **Creator -** Anonymous **Description -** Les cordes du clavicorde sont frappées par des languettes en métal (ou tangentes) fixées à l'extrémité des touches. Cette mécanique légère, qui offre un contrôle du son par le toucher, permet de réaliser des nuances, limitées cependant par le faible volume de l'instrument. Le clavicorde dit "lié" comprend moins de cordes que de notes, la même corde pouvant être frappée par plusieurs tangentes. La hauteur de la note dépend de l'emplacement du point de frappe. Le décor du couvercle évoque la bataille de Lépante qui, en 1571, près du golfe de Patras en Grèce, vit la défaite de la flotte ottomane face aux forces navales coalisées de la Sainte Ligue. **Date -** 16th century **Source -** Cité de la musique, Paris **Rights -** Cité de la musique /Jean-Marc Anglès **English Description -** This sixteenth-century instrument is important both as a very early example of a clavichord and as a beautiful piece of decorative art. A clavichord is a keyboard instrument in which the strings are set into vibration by being hit by a metal blade (tangent) when a key is operated. As with the piano (but unlike the organ and harpsichord), the harder a key is hit the louder the sound produced. Even at its loudest, however, the clavichord is a quiet instrument suited to domestic use and as a practice instrument for musicians. The painting in the lid depicts the sea Battle of Lépante, which took place in the Gulf of Patras in Greece, in 1571. **Place of Production –** Italy
2		**Title** – Cembalo (Harpsichord) **Description** - Das sehr schlicht gehaltene, dünnwadige Cembalo ruht, typisch für italienische Cembali, in einem prächtig bemalten Kasten, der auf einem späteren geschnitzten Rokokogestell ruht. Das Instrument wurde wahrscheinlich in einem Opernhaus als Direktionscembalo benutzt. Umfang G1/A1-c3. Mensur c2: 283 mm. Disposition 8' 8' **Date -** 1697 **Source** - Germanisches Nationalmuseum, Nürnberg **Rights -** (c) Germanisches Nationalmuseum. Foto: Günther Kühnel

English Description - The very simple, thin-walled harpsichord itself rests - typical for Italian instruments - on a highly decorated painted case which itself stands on a sumptuously carved, later Rokoko stand. This instrument was most likely used as a direction harpsichord in an opera house.

Range: G1/A1-c3. String length c2: 283 mm.
Registers: 8'8'

3

Title - Violino-harpa (Experimental violin)

Creator - Zach Thomas

Description - Violon expérimental. La forme et la largeur inhabituelles de l'instrument avaient pour but d'accroître le volume sonore. Quant aux longueurs des cordes, elles étaient semblables à celles du violon classique

Date - 1873

Source – Musical Instrument Museum, Brussels

Rights - Musical Instrument Museum, Brussels

English Description - Although it uses strings of normal violin length, the violin's body is oversized and of unusual shape in the hope of increasing the volume of its sound.

Place of Production - Autriche, Vienne

4

Title - Set of vessel flutes / pigeon pipe

Creator - unknown

Description - Pfeife wird auf dem Rücken einer Taube befestigt, der Ton wird erzeugt, wenn die Taube fliegt.

Date - 1905

Source - Ethnological Museum, Berlin

Rights - Ethnological Museum, Berlin

English Description - This odd looking instrument has an even more curious purpose, as it is a pipe that is fastened to a pigeon's back and which produces a whistling sound when the bird flies. The custom originates in ancient China. It is thought that the birds with whistles were used to keep flocks of domestic pigeons together and to deter hawks and other predators.

Place of Production - China

5

Title - Demilune trumpet

Creator - anonymous

Description - A natural trumpet made in half-moon shape so that the player's hand can be placed in the bell in playing to lower the pitch of the natural notes. This model was used briefly before valves were commonly adopted for brass instruments.

Date - Early 19th century

Source - University of Edinburgh

Rights - Edinburgh University Collection of Historic Musical Instruments

Place of Production – Europe

6

Title - Harpe anthropomorphe (*Anthropomorphic harp)*

Creator - Anonymous

Description - Harpe anthropomorphe, faisant partie d'un jeu de deux, l'une "mâle", l'autre "femelle".

Date - Ante 1945

Source – Royal Museum of Central Africa, Tervuren, Belgium

Rights - Royal Museum of Central Africa, Tervuren, Belgium

English Description - Anthropomorphic harp of a set of two, the one being "male", the other "female".

Place of Production - Ngbaka region, DR of Congo

7

Title - Cornet à bouquin ténor en forme de serpent et à tête de dragon *(Tenor cornett in the form of a dragon-headed serpent)*

Creator - Anonymous

Description - L'instrument adopte la forme d'un double « S » allongé, puis fait une boucle sur lui-même pour se terminer par une gueule de dragon en bois peint. Outre la polychromie, le décor comporte des parties dorées ainsi que des filets rouges

imitant les replis de la peau d'un serpent. La gueule présente des oreilles sculptées, des cornes en corne authentique et des dents acérées vraisemblablement en ivoire. L'originalité et la finesse du travail de sculpture est exceptionnelle. Une légère cavité à la base du palais pourrait faire penser que l'instrument a possédé une langue en métal. La section extérieure de l'instrument est octogonale.

Le corps, comme dans la facture traditionnelle des cornets, se compose de deux pièces de bois fruitier collées l'une sur l'autre, chacune étant creusée d'une demi-¬gouttière qui, après assemblage, forme un tuyau de perce conique. L'ensemble est recouvert d'une peau de faible épaisseur.

Date - 17th century ?

Source - Cité de la musique, Paris

Rights - Cité de la musique / Albert Giordan

English Description - This cornett, which takes the form of a double "s," ends with the mouth of a dragon in painted wood. The decoration includes sections of gold and red lines imitating the folds of the skin of a snake. The ears are sculpted from real horn and the genuinely sharp teeth are probably made of ivory. The originality and delicacy of the carving are exceptional. A slight cavity at the base of the palate suggests that the instrument originally possessed a metal tongue. The body, as in the traditional models of cornet, is made from of two pieces of fruitwood hollowed out to give a conical bore, then glued together and covered with a thin skin.

Place of Production – Italy

8

Title - Dhah/drum

Creator - unknown

Description - Zweifellige Fasstrommel der Newar, auf der linken Seite mit dem Schlegel gespielt und auf der rechten mit der Hand. Prozessions- und Soloinstrument.

Date - 1986

Source – Ethnological Museum, Berlin

Rights - Ethnological Museum, Berlin

English Description - Double-headed barrel drum of the indigenous Newar people, the creators of the historical civilisation of Nepal's Kathmandu Valley. It is played with a stick on the left and with the hand on the right. It can be used as a processional or a solo instrument.

Place of Production - Nepal, Newar

9

Title - Violoncello

Creator - Antonio Stradivari

Description - Antonio Stradivari durante la sua attività adottò svariati modelli e dimensioni per i suoi violoncelli. Questo strumento è uno degli unici tre che sono sopravvissuti con le originali proporzioni, molto ampie, da lui adottate nella sua prima produzione. L'ampiezza della cassa di risonanza consentiva la produzione di soddisfacenti sonorità gravi, ma fu abbandonata probabilmente in seguito alle innovazioni subentrate nella fabbricazione delle corde. Questo violoncello fu costruito da Antonio Stradivari nel 1690, come dono per il Granprincipe Ferdinando de' Medici (1663-1713) ed era parte di un quintetto formato da due violini (uno conservato a Roma, presso l'Accademia di S. Cecilia), una viola contralto (ora a Washington, presso la Library of Congress) e una viola tenore (Firenze, Collezione Cherubini). Un antico documento, una lettera scritta non appena il quintetto fu consegnato, testimonia la qualità del suono di questi strumenti: «tutti i virtuosi [della corte granducale] […] sono dello stesso sentimento d'approvarli come perfetti, ma soprattutto parlando del violoncello confessano francamente non aver inteso il più grato, e più sonoro insieme».

Date - 1690

Source - Galleria dell'Accademia, Firenze

Rights - Soprintendenza Speciale per il Patrimonio Storico, Artistico ed Etnoantropologico e per il Polo Museale della città di Firenze

English Description - Antonio Stradivari adopted several models and sizes for his cellos during his activity. This instrument is one of the only three that survive with the original very large proportions that he adopted in his early production. The large size of the soundbox allowed a deeper tone in the bass, and was later abandoned probably due to innovations in the making of strings. It was made in 1690 as a gift to Grand Prince Ferdinando de' Medici (1663-1713), and was part of quintet formed by two violins (one surviving in Rome, Accademia di S. Cecilia), an alto viola (now in Washington, Library of Congress) and a tenor viola (Florence, Collezione Cherubini).A rare early document survives about the sound of this instrument: it is a letter written as soon as the instruments were delivered stating that «all the virtuosi [of the gran-ducal court] […] are of the same mind in approving them as perfect, but above all speaking of the violoncello they frankly confess they have never heard a more pleasing or more sonorous one».

Place of Production – Cremona

10

Title - Saxophone alto *(alto saxophone)*

Creator - Adolphe Sax

Description - Figure emblématique de la facture des instruments à vent, Adolphe Sax (1814-1894) est l'un des premiers fabricants à adopter une réelle dimension industrielle. Né à Dinant en Belgique, il s'installe en France en 1842 pour participer à la réforme des musiques militaires. Il brevète le saxophone en 1846, instrument en gestation depuis le début des années 1840. Même s'il est bien accueilli par les compositeurs, tout particulièrement Berlioz, l'instrument ne s'impose pas immédiatement à l'orchestre, si ce n'est dans certains ensembles militaires. C'est le jazz qui lui donnera ses lettres de noblesse. Ce modèle présente les évolutions qu'Adolphe Sax adopte vers 1850 (forme du bocal, diamètre du pavillon plus petit) qui le rend très proche de l'instrument moderne.

Date - mid 19th century

Source - Cité de la musique, Paris

Rights - Cité de la musique / Jean-Marc Anglès

English Description - The characteristic shape of the saxophone is a symbol of the inventive genius of Adolphe Sax (1814-1894), one of the first instrument makers to adopt industrial practices. Born in Dinant in Belgium, Sax moved to Paris in 1842 and contributed to the reform of French military music. He experimented with the saxophone before 1840 and finally was granted a patent for the saxophone in 1846. Although it was well received by composers, not least Berlioz, the saxophone was at first used in military bands rather than in the orchestra. It the jazz era it came into its own. This instrument is of Sax's later design, with a smaller bell than his first model, and closely approached the modern saxophone.

Place of Production - France, Paris

11

Title - Guitare de Django Reinhardt *(Django Reinhardt's guitar)*

Creator - Henri Selmer

Description : Ayant appartenu au célèbre guitariste de jazz Django Reinhardt, cette guitare est devenue, depuis son entrée au Musée en 1964, un véritable objet emblématique. Construite à partir de modèles mis au point par Mario Maccaferri, cet instrument comporte plusieurs innovations notamment une table d'harmonie mise en forme et le célèbre « pan coupé » de la caisse qui permettait à la main gauche d'atteindre l'extrême aigu sans avoir à démancher.

Date -1940

Source: Cité de la musique

Rights - Cité de la musique / Albert Giordan

English Description - This guitar was owned by famous jazz guitarist Django Reinhardt. Since its entry to the Museum in 1964 it has become an iconic object. This model was developed by Mario Maccaferri and has several innovations including a special soundboard design and the signature 'cutaway' of the body which allowed the left hand to reach the extreme high notes easily.

Place of Production - France, Mantes

12

Title - Benny Andersson's Synth

Creator - Yamaha

Description - Tillverkat i tidigt 80-talet, mot slutet av Abba epoken var GS-1 Yamahas första digitala FM-synt. När den var ny kostade den 12000eu, ungefär en halv million kronor i dagens penningvärde. Specifikationer, Digital FM dubbla 4 operatör synthesizer, 16-toners polyfoni, Multi-timbral (antal delar): 2, 3 inbyggda fot switchar, 1 FC-3A expression-pedal, Chorus effekt, 88-tangenters anslagskänsliga tangentbord, och 16 förinställningar.

Date - c 1982

Source – Stockholm Musikmuseet

Rights - Stockholm Musikmuseet

English Description - Made in the early 1980s and therefore towards the end of ABBA's career, the GS-1 was Yamaha's first digital FM synthesizer. When it was first launched it cost around 12,000 euros, which is equivalent to around 50,000 euros today.

Place of Production – Japan

![MIMO - musical instrument museums online]

13

Title – Photo Shoot 1

Date - 2011

Source - University of Leipzig

Rights - University of Leipzig

14

Title – Photo Shoot 2

Date - 2011

Source - University of Leipzig

Rights - University of Leipzig

15

Title – Photo Shoot 3

Date - 2011

Source – Musical Instrument Museum, Brussels

Rights - Musical Instrument Museum, Brussels

16

Title – Photo Shoot 4

Date - 2011

Source - Musical Instrument Museum, Brussels

Rights - Musical Instrument Museum, Brussels

17

Title – Photo Shoot 5

Date - 2011

Source - Ethnological Museum, Berlin

Rights - Ethnological Museum, Berlin

18

Title – Photo Shoot 6

Date - 2011

Source - Ethnological Museum, Berlin

Rights - Ethnological Museum, Berlin

SUSTAINABILITY AGREEMENT

between

THE UNIVERSITY COURT OF THE UNIVERSITY OF EDINBURGH, a charitable body registered in Scotland under the registration number SC005336 and incorporated under the Universities (Scotland) Acts and having its principal office at Old College, South Bridge, Edinburgh EH8 9YL, United Kingdom (UEDIN)

GERMANISCHES NATIONALMUSEUM, Kartausergässe 12, 90402, Nürnberg, Germany (GNM)

UNIVERSITAET LEIPZIG, Ritterstrasse 26, 04109, Leipzig, Germany (ULEI)

THE BELGIAN STATE / MUSEE ROYAL DE L'AFRIQUE CENTRALE, Leuvensesteenweg 13, 3080 Tervuren, Belgium (RMCA)

LA CITE DE LA MUSIQUE, Avenue Jean Jaures 221, 75019 Paris, France (CM)

THE BELGIAN STATE / MUSEES ROYAUX D'ART ET D'HISTOIRE, Parc du Cinquantaire 10, 1000 Bruxelles, Belgium (MIM-BE)

UNIVERSITA DEGLI STUDI DI FIRENZE, Piazza San Marco 4, 50121 Firenze, Italy (UF)

STIFTUNG PREUSSISCHER KULTURBEITZ, Von Dor Heydt Strasse 16-18, 10785 Berlin, Germany (SPK)

and

STATENS MUSIKSAMLINGAR, Box 16326, SE-103 26 Stockholm, Sweden (SMS-MM)

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2. Commencement and Duration of Agreement

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4. Financial Commitments

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6. Commitment of CM & UEDIN

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INTRODUCTION

The MIMO project is an initiative funded by the European Commission's eContent*Plus* programme to enable the creation a single access point to digital content and information on the collections of musical instruments held in European museums. The project is made of up eleven partner museums, nine of which contribute content through the MIMO aggregator (MIMO-DB) to the Europeana portal – www.europeana.eu. The eleven museums formalised their partnership through the conclusion of a Consortium Agreement on 29th October, 2010. The MIMO project began on 1st September, 2009 and is scheduled to end on 31st August, 2011.

1. AIMS AND PARTNERS

1.1. The aim of this document is to formalise an agreement between the nine contributing partners of the MIMO project, committing them to maintain the databases and harvesting systems established during the life of the MIMO project in order to provide ongoing content to Europeana for a minimum five year period after the conclusion of the current project. In addition the nine contributing partners will continue to contribute to and maintain an information website.

1.2 The document relates only to the nine partners detailed below, (hereinafter "the Partners"), as signatories to this Sustainability Agreement, (hereinafter "this Agreement"), and does not refer to the possible inclusion of new partners. In this respect we will refer to this Agreement as Level 1, as described in the MIMO Project Deliverable 6.7.

1.3 All Partners hereby commit to maintaining the databases and systems established during the life of the MIMO project to facilitate ongoing harvesting by MIMO-DB at CM.

Partners

Belgium

- Musical Instruments Museum, Brussels (MIM-BE)
- Royal Museum for Central Africa, Tervuren (RMCA)

France

- Cité de la Musique, Paris (CM)

Germany

- Ethnologisches Museum, Staatliche Museen zu Berlin (SPK)
- Germanisches Nationalmuseum, Nürnberg (GNM)
- Museum für Musikinstrumente der Universität Leipzig (ULEI)

Italy

- Università degli Studi di Firenze (UF)
Sweden

- The Stockholm Music Museum (SMS-MM)
UK
- University of Edinburgh (UEDIN)

2.   Commencement and duration of Agreement

2.1   This Agreement will commence on 1st September, 2011 and shall expire on the 31st August, 2016.

2.2   The status of the activities to be undertaken pursuant to this Agreement will be reviewed prior to the scheduled expiration of this Agreement.

3.   Management

3.1   This initiative will be coordinated by **The University of Edinburgh** (UEDIN) and technical infrastructure will be maintained by **Cité de la Musique**, Paris (CM).

3.2   UEDIN will also take responsibility for the creation and maintenance of a new MIMO website.

3.3   CM will maintain the MIMO harvesting platform and database hereafter referred to as MIMO-DB, for ongoing harvesting by Europeana.

3.4   The Partners shall establish a Steering Group, which shall be responsible for the strategic management of this initiative. Each Partner shall, by notice in writing to the Project Coordinator, (UEDIN), nominate a representative who shall be a member of the Steering Group on its behalf for the 5 year period of this Agreement. Each such Partner may, by notice in writing to the Project Coordinator, change such nominated representative from time to time, although continuity of representation will be preferred. Each Partner shall have a single vote in respect of any matter to be considered and decided upon by theSteering Group, such vote to be exercised by such Partner's representative (or proxy).

3.5   There will be a minimum of one annual meeting of a Steering Group. Meetings will require a quorum of five representatives. Ideally the annual meeting should tie in with the CIMCIM annual conference or other events where a significant number of Partners will attend, in order to reduce costs, as attendance at meetings will be at Partners' own expense.

Should a Partner's representative be unable to attend any specific meeting of the Steering Group, he or she may, by notice in writing (including by email) to

the Project Coordinator, nominate a proxy to attend and, where appropriate, vote in his or her place.

3.6   Overall management and coordination of meetings shall be the responsibility of UEDIN.

4.   Financial Commitments of Partners

4.1   Each Partner shalll be required to make a financial contribution to the cost of maintenance of MIMO-DB, domain name registration and website hosting.

The total cost of these services is estimated to be 18,000 EUR (excluding taxes) over the anticipated five year duration of this initiative.

4.2   The payment of financial contributions will be by one-off payments of 2,000 EUR per Partner, (i.e. the total five year cost divided equally among all nine Partners). Payment will be made to CM on receipt of an invoice.

4.3   The tasks covered by this contribution refer to maintenance of the service to MIMO's consortium and to Europeana, as defined in the MIMO Project's Description of Work. They do not include any further development that may be required either by individual consortium members, the consortium as a whole, by Europeana, nor any request coming from other institutions (e.g. CIMCIM, professional communities, etc.).

Any anticipated increase in the cost of the services to which the said financial contribution shall relate, or any additional costs to be incurred by or in the name of the consortium, shall be considered by the Steering Group which may, in accordance with the procedures set forth in this Agreement, determine any additional financial contribution(s) payable.

5.   Commitment of Partners

5.1   All Partners commit to maintaining the databases, systems and standards established during the life of the MIMO project, to facilitate ongoing automatic harvesting for the purposes of delivering data to Europeana. Each Partner will be responsible for their repository of files – images, sound and video – both current and new.

5.2   All Partners will promptly notify CM of any technical problems which may arise and affect the functionality of the service.

5.3   The creation of new content must adhere to agreed MIMO standards, i.e. digitisation standard and data model.

6 Commitment of CM & UEDIN

6.1 Technical realisation

6.1.1 For the period covered by this Agreement, content will be harvested using the technical infrastructure created during the MIMO project, namely MIMO-DB, hosted at and maintained by CM.

6.1.2 MIMO-DB will continue to be managed by CM, while the overall responsibility for the website will be the responsibility of UEDIN, with ongoing input from each Partner, as required.

6.1.3 Over the five year period of this Agreement, specific responsibilities will be broken down as follows:

CM

- Will host/provide appropriate facilities for, and maintain MIMO-DB to enable ongoing harvesting of Partner databases and repositories to facilitate the automatic addition of new content.

- Will provide the technical means to make metadata – records describing instruments and the vocabulary - and files – images, sound and video - available to Europeana.

UEDIN

- Will take over responsibility for the management of the MIMO website from SPK at the end of the MIMO Project. The new site will be maintained by UEDIN, both in terms of content and technical maintenance.

- Will ensure that there will be an official contact person available to respond to public enquiries via an email link.

7. Termination

7.1 Given the nature of the commitments contemplated under this Agreement, no right to voluntarily withdraw shall be provided for herein. However if, for any reason beyond the reasonable control of such Partner, any Partner reasonably considers that it is, or will be unable to fulfil its obligations, such Partner shall in the first instance provide written notice of such circumstances to the Steering Group, which shall determine either (i) remedial action where reasonably possible, in order that the continuance of the service shall not be prejudiced, or (ii) how the service may be adjusted to continue in such changed circumstances. All Partners shall be expected to act in good faith in such respect.

7.2 In addition, should either CM and UEDIN be forced to withdraw from the consortium at any point within the five years covered by this Agreement, an emergency meeting shall be called in order to put alternative arrangements in place.

7.3 In the event of withdrawal from the consortium, any payments made will be strictly non refundable.

8. Law

8.1 This Agreement shall be interpreted and governed in accordance with Scottish law. In the event that any dispute cannot be resolved between the Parties concerned, either directly between them or through mediation should they agree to enter into the same, such dispute may be referred to arbitration under the then applicable rules of the Arbitration (Scotland) Act 2010.

IN WITNESS WHEREOF this Agreement has been signed by or on behalf of the above designated Parties as follows:

Signed on behalf of **The University Court of the University of Edinburgh**

By   ……………………………………………

Name   ……………………………………………

Position   …………………………………..

Date   ……………………………………………

Signed on behalf of ………………………………………………………………….

By   ……………………………………………

Name   ……………………………………………

Position   …………………………………..

Date   ……………………………………………

MIMO
musical instrument museums online

Content Checklist

Preliminary review for museums wishing to contribute content to MIMO

Introduction

- Please fill in this form as accurately as possible
- Save it as an MS Word document [.doc]
- Email it as an attachment to enquiries@mimo-toolkit.com

Summary of the questionnaire

The review consists of four sections:

1. Contact information
2. Overview of your collections
3. Digital Content
4. General Information
5. Supporting material

1 - Contact Information		
1-1	**Organisation name**	
1-2	**Address**	
1-3	**Website address**	
1-4	**Primary contact person**	
1-5	**Alternative/Technical contact persons**	

2 - Overview of your collections		
2-1	**Number of instruments in your collection**	
2-2	**Can you break these down into numbers per category** *Please use MIMO-keyword categories:* • *Electronic instruments* • *Elements of musical instruments* • *Keyboard instruments* • *Mechanical instruments*	

	• *Mirlitons* • *Other instruments* • *Percussion instruments* • *Stringed instruments* • *Wind instruments*	
2-3	**Do you have a database?** **What software does it use?** **Do you have web access to your database?**	
2-4	**To what extent is your collection fully recorded in your database?**	
2-5	**Can you please supply information on:-** • **the levels of detail in the records** e.g. the categories/fields used – name/maker/date/place etc.	
2-6	**Do you have an OAI repository?**	

3 - Digital Content		
3-1	**Images** How many instruments in your collection have been digitally photographed to a quality which could be used for printed publication? In what format are your digital images? (e.g. jpeg, tiff, size) Do you have multiple images (e.g. to highlight detail) of instruments?	
3-2	**Audio** How many instruments in your collection have digital audio recordings? In what file formats are the sound files? - e.g. wav, aiff, mp3 etc.	
3-3	**Video** How many instruments in your collection have digital video recordings? In what format are these? e.g. MPEG2, Quick Time, Flash Movie etc.	
3-4	**Do you hold copyright on all digital content?**	

4 - General Information	
4-1	**Please supply further reasons why your institution wishes to have its content surfaced via the MIMO partnership.**
4-2	**Do you (or your institution) have any areas of expertise that can be brought to the partnership?**

5 - **Supporting Material**	
In addition to the above information, please supply the following examples with this questionnaire:	
4-1	A screen shot of a sample record from your database
4-2	A typical high quality image of an instrument from your collection (if possible please match this image with the above sample record)