

Canadian Heritage Information Network (CHIN) Media Kit



CHIN is a network of Canadian museums engaging their audiences through innovative technologies.

Description

The Canadian Heritage Information Network (CHIN), **the Canadian reference for museum technologies**, enables Canada's museums to engage their audiences through the use of innovative technologies. As a centre of excellence, CHIN offers investment programs and highlights Canadian museum collections and activities in its image-based website *virtualmuseum.ca* and in *Professional Exchange*. News, collaborative projects, as well as resources for professionals and for the public at large await you.

Strategic Objectives

To fulfil its mission, CHIN:

- Mobilizes and supports collaborative **networks** of heritage professionals and researchers.
- Develops and provides **skill development** products and services for heritage professionals.
- Supports the development, presentation and marketing of **digital heritage content**.

Background

The Canadian Heritage Information Network (CHIN) is a national centre of excellence in technology, within the Department of Canadian Heritage, which has been helping the heritage community since 1972 to take full advantage of technologies and integrate it in their practices.

CHIN performs research on how museums can best approach issues of collection management, technology, intellectual property and standards. It applies its knowledge base to provide heritage professionals and volunteers with training, both online and in person. Today, CHIN has become a centre of excellence providing major visibility for Canadian heritage digital content on world information networks.

CHIN by the Numbers

- Supports an active network of over 1,300 not-for-profit heritage member institutions.
- Leads *Artefacts Canada*, a database containing more than 4 million records and some 680,000 images from Canadian museums.
- Annually supports some 50 projects through its investment program.
- Administers two websites, *Professional Exchange* and *virtualmuseum.ca*.
- Employs some 60 staff and experts in the following areas: investment program management, business research and intelligence, content management and capability development, business development and marketing, services to members, informatics and administration.

virtualmuseum.ca by the Numbers

- A detailed inventory prepared in cooperation with the Canadian Museums Association that encompasses close to 3,000 Canadian heritage institutions (interactive map, coordinates, hours and activities).
- Millions of visits a year, from over 200 countries.
- Over 500 virtual exhibits promoting the content of Canadian museums.
- A gallery of 680,000 images drawn from Canadian museum collections.
- More than 150 interactive resources.
- Over 365 learning resources (including course plans and educational activities) in the VMC Teachers' Centre (with 380 additions expected in 2009);
- More than 450 working educators interacting through the VMC Teachers' Centre

Logo



This streetscape represents the community of Canadian museums, large and small, linked electronically by the Canadian Heritage Information Network.

Each building in the streetscape recreates a museum from a different region of Canada. On the extreme left, representing Canada's West Coast, is the University of British Columbia's Museum of Anthropology, designed by Arthur Erickson and located in Vancouver. Next to it is an example of 1920's prairie architecture, the Transcona Historical Museum from Transcona, Manitoba. You may recognize the National Gallery of Canada, designed by Moshe Safdie, located in Canada's capital, Ottawa. Heading east to Quebec City is the Musée national des beaux-arts du Québec, built in the Neoclassical tradition. Finally, on the extreme right, is Shand House, part of the Nova Scotia Museum and a fine example of late Victorian architecture.

Each of these museums has a unique identity, but together they represent the rich diversity of Canada's cultural heritage. Capturing that essence is what CHIN is all about.

Testimonials

"The attention, support and the visibility CHIN offers help us to grow our collections while giving our stories a Canadian dimension."

Michel Vallée, Museology Consultant, Musée de société des Deux-Rives (Québec)

"For me CHIN represents the power of cooperation and vision; many people at many institutions contributing to and benefiting from such a rich public information resource."

Kevin Rice, Registrar / Curatorial Manager, Confederation Centre Art Gallery, Prince Edward Island

"CHIN has changed not only how we build websites, but how we create exhibits, opening our gallery to a whole new audience."

Dean Bauche, Director, Allen Sapp Gallery (Saskatchewan)

"Having the opportunity to connect with others, I have found solutions to my problems, answers to my questions, and have been able to share my expertise and knowledge in return."

Wendy Zack, Operations Manager / Curator Crownsnest Museum, Alberta

CHIN Sites



CHIN Professional Exchange

Heritage professionals who are interested in technologies will find, in *Professional Exchange*, a vast number of learning and reference tools, such as *Artefacts Canada*. Join this group to share knowledge, take part in communities of practice and gain access to experts through audio and video clips, workshops and webinars. Discover the resource *par excellence* in the field of technology for heritage professionals.



virtualmuseum.ca

As an endless source of discoveries, *virtualmuseum.ca* is a unique interactive space that brings together Canadian museum collections and riches in a variety of thought-provoking and instructive contents. It's your window on current museum news and your reference guide to plan your next outing. Enter your Canadian museum space.

Contact

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Additional Information on the New Functionalities of the Redesigned Websites

We are proud to offer new, dynamic and interactive websites. Thus, it will be easier for us to exchange with our publics and to highlight Canadian collections, as well as our member institutions, thanks to:

- a new architecture and graphic signature to create a cohesive link between the three sites;
- an entirely renewed design to give our members an even greater visibility;
- participative and interactive Web applications (information sharing, evaluation and commenting);
- a search engine that offers guided browsing and cross-referencing, according to the user's preferences, and more.

CHIN

My Canadian reference for museum technologies

CHIN offers investment programs and highlights Canadian museum collections and activities in its image-loaded website virtualmuseum.ca and in Professional Exchange. News, collaborative projects, as well as resources for heritage institutions, professionals and the public at large await you.

- Success stories that include resources and projects that have been carried out with members.
- A *News* section that highlights our heritage institution members' activities and innovative initiatives.
- Detailed information on our Investment Programs.
- Press releases, job offers and directories.

Professional Exchange

My Resource for Excellence

Heritage professionals interested in technologies will find, in Professional Exchange, numerous learning and reference tools, such as Artefacts Canada. Join this group and discover the resource par excellence in the field of technology for heritage professionals.

- More eCourses, fact sheets, guides, articles, case studies and research prepared by experts.
- A rich and dependable reference library, *Artefacts Canada*, and many other databases.
- An efficient way of getting in touch with thousands of heritage professionals and communities of practice.
- Access to a series of audio/video clips with heritage professionals on intellectual property, content creation, digitization standards and collection management practices.

virtualmuseum.ca

My Museum Space

As an endless source of discoveries, virtualmuseum.ca is a unique interactive space that brings together Canadian museum collections and riches in a variety of thought-provoking and instructive contents. It's your window on current museum news and your reference guide to plan your next outing or complete your museum experience. Enter your Canadian museum space.

- Virtual exhibits that are constantly refreshed, news on museums and their activities, a virtual boutique and a vast number of multimedia contents.
- New *VMC Teachers' Centre* offers hundreds of new learning object collections and lesson plans in a thought-provocative and interactive environment.
- Access to Canadian museum exploratory projects that use new technologies in the *VMC Lab*.

The *MyVMC* personalized section showcases the user's preferences (virtual exhibits, images)

Awards and Distinctions

Exhibit	Museum	Prize	Year	Description
<i>Watch the Birdie</i>	McCord Museum	MUSE Award	2006	A springboard for learning secondary-level Canadian history, this interactive game invites players to take on the role of a customer or an apprentice photographer in the renowned Notman studio of 1870 Montreal.
<i>1759: From the Warpath to the Plains of Abraham</i>	The National Battlefields Commission	Télé-Québec Audiovisual and Multimedia Award	2006	This highly detailed online exhibit walks visitors through the history of the Seven Years War from Aboriginal, British and French perspectives.
<i>Tipatshimuna: Innu Stories from the Land</i>	Rooms	Canadian Museums Association's (CMA) Award for Outstanding Achievement	2006-2007	Through this collaborative production, Innu communities and their partners documented, recorded, preserved and shared their traditional knowledge.
		AVICOM's Prix Web'Art d'Or	2006-2007	
<i>Building Montreal</i>	Pointe-à-Callière	Prix Ulysse for Technology in Tourism	2007	This hybrid game combines principles of simulation and quest games (e.g. SimCity, Zelda), guiding visitors through three key periods of Montreal's development.
<i>Dane Wajich: Dane-zaa Stories and Songs – Dreamers and the Land</i>	PhD candidates Amber Ridington and Kate Hennessy	Jean Rouch Award	2008	This Virtual Museum of Canada sponsored website features the Doig River First Nation in Northern British Columbia.
<i>A Journey into Time Immemorial</i>	Simon Fraser University's Museum of Archaeology and Ethnology and the Xa:ytem Longhouse Interpretive Centre	Columbus International Film and Video Festival - "Silver Chris Award" for best overall interactive online experience	2008	This exhibit is based on First Nations traditional knowledge and content developed in collaboration with the Sto:lo website development committee and staff of the Xa:ytem Interpretive Centre. It is an artistic and cultural interpretation and is not meant to convey precisely accurate archaeological information.
		University and College Designers Association - Silver in Electronic Media Category for	2008	

		Entire Website (Gold was not awarded)	
		Digital Education Achievement Award, Centre for Digital Education and Centre for Digital Government - Winner in Learning and Engagement Category	2008
		Horizon Interactive Awards - Gold in University/College Website category	2008
		CNIE/RCIE Media Festival Winner - Award of Excellence in the Post-Secondary/Interactive category	2008
		Applied Arts magazine-Award at the Interactive Annual Awards	2008
		UNESCO International Council of Museums – AVICOM - Grand Prize	2008
Knowledge exchange (Kx)	RCIP	Gold Medal in the Information Management category at the Government Technology Exhibition and Conference (GTEC) Distinction Awards.	2007