



**ME | MIND**

Museums Events  
Measuring Impact  
on local eNvironment  
with Data analytics

## EXPERIENCE DATA. MAKE CULTURE COUNT.

*Me-Mind in a nutshell*

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Co-funded by the  
Creative Europe Programme  
of the European Union



## *What the Me-Mind project is*

**Me-Mind** is a project co-funded by the **Creative Europe Programme**. It is designed FOR, WITH and BY **cultural and creative industries**, which intend to show the worth of culture in people's lives and for society at all, by transforming collected and analysed data on their **impact**, into an emotional and artistic narration throughout **Data Visualisation** techniques.

Working on the entire **data lifecycle** (collection, analysis, and artistic visualisation), Me-Mind gives relevance to the intangible value created by cultural and creative industries, offering them a pragmatic methodology to monitor their performances and providing them with a framework to make **business decisions** with a **data-driven approach**.

Me-Mind will carry on pilot activities in two different sectors: the Estonian National Museum (as a use case representing **permanent cultural activities**) and the Internet Festival of Pisa (as a use case representing **temporary cultural events**). Combining their needs and data sources, and implementing analytical techniques, Me-Mind will extract a **replicable methodology** that other organisations might adopt to assess their activities, going beyond statistical approaches.

Moreover, Me-Mind will realise two data visualisation products, one devoted to the Internet Festival, and one devoted to the Estonian National Museum. Both of these products will be conceived as a creative instrument to transform quantitative and qualitative data (resulting from the **impact analysis**) into an artistic output that will be directly experienced by museum visitors or event attendees.

## *The Consortium*

**Fondazione Sistema Toscana** (coordinator) is a non-profit participative foundation created in 2005 by the Tuscany Region with the aim to promote the Tuscan territorial system through multimedia communication tools. Over the years, FST has adapted its daily work in a great variety of fields: digital communication, cultural heritage, tourism promotion, cinema and audiovisual activities and youth policies. Moreover, FST conceives and delivers complex events: one of these – the Internet Festival – will be investigated as a use case during the project. FST is the coordinator of the project and responsible for the dissemination and communication activities.

**Estonian National Museum** is the largest museum in Estonia. Its focus is on the cultural heritage of Estonia and Finno-Ugric cultures. In 2016 the museum opened a new building and permanent exhibitions, becoming one of the most dynamic European national museums. Recently, the ENM has become a leading research institution of museology, merging tools and

theoretical frameworks from different research disciplines in order to target the development of participation and cultural communication. Estonian National Museum's role in the project is to analyse and map the needs and expectations of creative and cultural organisations working in the event and museum sector, in order to create a reasonable framework for the impact evaluation.

**University of Pisa** is one of the oldest and most prestigious universities in Italy. The team from the University of Pisa brings together people with different backgrounds and experience sharing a common interest in innovative solutions in several fields enabled by ICT. The UniPi's organizations involved in the project are the Department of Computer Science and the Department of Civil and Industrial Engineering. Both the Departments are world-class scientific institutions fully engaged in cutting-edge research, training and technology transfer in information technology, industrial automation, digital culture and management. They will lead the Data Collection methodology design and definition and the Data Collection and analysis.

**Domestic Data Streamers** is a strategic communication consultancy firm set in Barcelona. It provides research, design and strategy services to multinational clients, and creates digital and analogue communication campaigns that raise impact through interactivity and storytelling. Their mission is to create meaningful connections between information and people. By wielding design, research, new data languages, creativity and technology, Domestic Data Streamers works outside the media noise and help people understand, connect and engage with complex topics. In the project, they will design and set up the data visualisation products.

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