

Culture Online Position Statement

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Culture Online is an innovative initiative to increase access to, and participation in, the Arts and culture. It brings together cultural organisations with cutting-edge technical providers to create projects that will delight adults and children of all ages and backgrounds.

Culture Online has a budget of about £10m which it is using to commission projects to bring people further into the arts and culture through history, the visual arts, the performing arts, music, crafts and science. Each experience is highly participatory and encourages the innovative use of technologies such as the Internet, mobile and wireless devices, digital interactive TV. Culture Online comprises commissioning, production, technical and accessibility experts from the worlds of online, publishing and television.

We want to spend as much of our commissioning budget on what the viewer sees and does and as little on software and hardware.

We want participator/viewers to use an understandable and easy to use platform for viewing and participation

Accessibility is important to us, our commissioned projects are contracted to involve disabled users in the development and testing of projects.

We have several projects that are using mobile devices as a platform for viewing content and also as a platform for participation through the creation of video images and text. Currently, we are finding it hard to create rich participatory experiences that will work on a range of mobile consumer-owned devices. We are interested in sharing our experience of commissioning and managing mobile projects, learning from others trying to do the same and contributing towards the convergence of standards and platforms.

Daniel Tagg
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