

“Małopolska’s Virtual Museums” is an exceptional initiative in Poland. It helps present on the Internet valuable resources of importance to the culture.

The project was implemented in partnership with the Department of Business Development of the Office of Małopolska Province Marshal – Project Leader and the Małopolska Institute of Culture in Kraków (MIC) — Partner and main project executor, in cooperation with 35 museums. The project is co-financed with EU funds under the Regional Operational Programme for Małopolska for the years 2007–2013 and the budget of the Małopolska Province.

Within the project, the Regional Digitalisation Workshop and a website have been created. On the website one can admire more than 700 digitalised exhibits for which up until now museum showcases and warehouses have been their natural setting. Exhibits have been selected from their collections by Małopolska’s museums, following consultations with the project Council of Experts.

Because the majority of them are presented as three-dimensional images, it will be possible to not only learn the rich history of these exhibits but also to see them up close, and to learn every tiny detail about them, without fear of destroying precious objects or violating museum etiquette.

The unobvious links, inspirational contexts, and extensive educational materials are distinctive features of the website. Thanks to them, time spent on the Internet can be used to learn in this entertainment. On the website, there are cross-sectional presentations prepared by specialists or enthusiasts in a given field who recall numerous extraordinary stories concerning the collections. It will be possible to see proprietary collections created by people of culture and arts, and find inspiration in guidebooks that encourage a creative interpretation of the heritage. Thanks to the search capabilities, the website will be able to group exhibits and will mention the museums they come from. It will also be possible to create private collections of works of art, browse through theme presentations and play the role-playing game, *Time Defenders*. Małopolska’s Virtual Museums is the first museum website in Poland using gamification to create an innovative and attractive form of contact with culture users.

We hope that walking through the virtual galleries and presentations will not only stimulate the imagination of website users and guests but, most importantly, encourage them to visit the unique museum collections in Małopolska. The very process of digitalisation and preservation of the collections will help preserve and popularise the unique heritage of the region.

“Małopolska’s Virtual Museums” project was realized in cooperation with following persons, institutions and companies:

Project team:

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The Małopolska's Virtual Museums website is implemented on the basis of technology by its provider, **Comarch SA**, in cooperation with sub-contractors: MobileMS Michał Stefański, Rapan.pl Rafał Pankowski, and Opcom Grupa Eskadra Sp. z o.o.