

VASARI ENTERPRISES

A Research Consultancy & Conference Organiser specialising in the Cultural Systems Area

VASARI provides three types of services to clients in the museum, government and corporate sectors:

1. Consultancy on multimedia systems strategy procurement and independent project reviews. Clients include:
 - British Museum
 - National Museums of Scotland
 - National Galleries of Scotland
2. Training in Electronic Imaging ranging from User Requirements capture and market analysis to technology awareness and understanding for management and users as well as technology specialists. Clients include a wide range of organisations internationally.
3. Special research studies in the European Cultural Systems field including surveys of the state of art of technology application in museums and galleries, the future application of multimedia and the competitive situation of Cultural Electronic Commerce. Clients include:
 - The European Commission
 - A major international company

In addition, VASARI participates in EC supported research and technology development projects in consortia with members from various EU countries. Currently, it is involved in three:

- **GUIDE:** developing an innovative portable digital audio guide for museum and gallery visitors. The project has already developed a first product which is being used in a major exhibition in Venice. An improved version will be available in mid 1999 when the development project is completed
- **TOSCA:** developing advanced portable digital audio and multimedia guide for visitors to archaeological and other open-air sites of cultural interest e.g. city tours. This project has just been started.
- **ACOHIR:** carrying out research into new 3D imaging and display systems.

In each of these projects, VASARI's role is primarily to carry out user requirements and market analyses and develop exploitation plans.

VASARI has the co-ordinating role in the EVA Conferences (Electronic Imaging and the Visual Arts) which began in London in 1990 as part of the original EC supported VASARI project into ultra high quality imaging of art works. In 1998, events are being held in California and Japan as well as across Europe with altogether over 2000 participants. These act as a cross-sectoral, multidisciplinary, 'local and global' set of fora for people interested in new technologies in the cultural sector. The proceedings are published by VASARI which also has its own Web site. This work is supported by the 'EVA Cluster' EC project.

In 1997, VASARI (Italy) was founded in Florence which offers a similar range of services.

Further information: VASARI Website <http://www.vasari.co.uk>