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Idéeclic offers dynamic solutions for cultural institutions

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par Elsa Sidawy | 04.06.10

Idéeclic sounds like the surname of a cartoon character. This Quebec company which combines the most technologically innovative products servicing culture and the development and preservation of heritage, works with the most prestigious clients, from the [Musée d'art contemporain de Montréal](#) to the [Louvre](#) in Paris, where it creates custom-made products.

[Idéeclic](#) cut its teeth in the field of cybermuseology from 1995, when Internet sites and their cultural applications were still in their infancy. This “*approach linked to the diffusion of digital culture must make all cultural content that can be found in museums accessible with a public-oriented approach,*” says Jean-Baptiste Minchelli, director of technology at Idéeclic.

What differentiates Idéeclic from its competitors, “*is the expertise gained from 15 years in the design of interactive multimedia projects in the cultural context. The visitor experience is central to our approach to the diffusion of knowledge*”, argues Minchelli Jean-Baptiste. For this, a team of “museum specialists”, educators, graphic designers, artists ... work on each project towards a unique result that “leaves room for innovation and personalization”.

Tools that contribute to the large-scale democratization of knowledge

The research and development department of the company focuses on developing innovative solutions and tools. One of these products, the [GeoTour 67 of the Biosphere](#) is a GPS walking tour that retraces the history of the World Expo 1967 in Montreal. This interactive application allows the display of dynamic content, accessible from a PDA (display cards, choice of route (long or short) visitor's position, language option ...). The visitor is guided by a virtual assistant that alternates images, descriptions and oral indications and is thus conscious of each site's evolution and can identify the visitor's location, for example, the original site of the USSR's pavilion.

But Idéeclic's real point of pride today is its application inSitu SolutionsMD. Having recently received financial support from public institutions across Canada,

this platform allows Idéeclac to offer the world “*a way of reinventing cultural tourism,*” announces Minchelli Jean-Baptiste. An interactive and innovative digital solution, insitu SolutionsMD is designed to deliver content to the general public through the use of GPS, smartphones, kiosks and the Web. Its biggest change is its proposed approach to clients: updates enable them to continuously improve the content and technical advances developed by Idéeclac. “*It is a modular product that makes content widely available to all audiences and in different contexts*”. The application has been used by the New York City Transit Museum “*and allows visitors to plan their visit by downloading custom content.*”

The introduction of these technologies would have no impact on the price of entry into museums and it is always possible to visit without the intermediary of a screen! “*Nevertheless, these new technologies allow us to rethink the practices of these institutions and the model for creating profitable projects that could help aid in the subsidization of other projects,*” Minchelli Jean-Baptiste enthuses. *To know more about the innovation presented in this article, please contact us at the following address: contact@innovcity.com*

Translated by Genny Cortinovia

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