

The concept of museum was born by the idea of collecting objects, inspired by different goals, programs and plans. Today, in the information society, ancient arguments have met new technologies, creating a real dichotomy between real museum and web museum. The museum of the next century is a virtual museum, made up thanks to a new dimension that can reassume all the old concepts in a one place and in a one time. In this way can born the “home-use” of history and arts. People can choose when, how long and what use; new technologies let people go back and forward every time, having a complete overview, reducing time of use and costs. What we have today is the results of a one century and an half work, that have left to APAT more than 150.000 archaeological finds, as fossils, rocks, marbles, minerals, thin sections and relief maps of Italian areas. From this international heritage we start to create a web site made up for different target, letting people visit the web museum (before or after the visit of the real museum), having access to information, enlarging, creating and managing the knowledge in different targets, having a 360 grades view of archaeological finds, making and saving own searches. The goal is propose a new way of reading contents, helping or consolidating the visit of the real museum, catching up new people, giving a funny educational product.

The site should do on-line what real museum does off-line: to conserve and to communicate. The achievement of this goal will not be easy if we don't create a lean site, useful for the all people and important for specialists, that offers different graphical interface, good quality images, that let have an emotional journey. We will speak to three kind of audience: generic target, school target and specialist target; so, different would be the communicational instruments. We will use on-line and off-line communication at the same time. That's why promotional activities should be efficient but respectful to the topics.