Thessaloniki International Fair (TIF)
Industry: international fairs
Solution: cultural asset management

Customer

The Thessaloniki International Fair (TIF) was founded in 1925 and its first exhibition event took place in 1926. With tens of years of experience and thousands of exhibition events, congress and cultural, TIF is undeniably the official National Exhibition and Congress institution of Greece. Nowadays TIF organizes fairs inside but also outside Greece, as well as Congresses and all nature cultural events of international scope.

Situation

TIF decided to proceed to the organization and documentation of its information archive in a professional and cost-effective way. The challenge in undertaking this task had to do with TIF's very large, diverse and heterogeneous collection of information which included more than 6000 important documents, publications, photos and audiovisual material from various organizations, such as the International Fair, Sector Exhibitions, the Greek Song Festival, the International Film Festival and others. TIF's primary objective was the effective organization, classification and description of this information in order to make it comprehensible, retrievable and appropriate for future provision to the community for educational, research and general purposes.

Solution

Figure 1: Example of archive's content

IMC Technologies completed successfully the above task by setting up a multi-disciplinary team of highly skilled professionals, consisting of historians, archaeologists, knowledge engineers and software engineers, who analyzed the archive's content and structured it in such a way so as to satisfy TFI's data information access and management needs.

The whole process of analysis and structuring involved domain analysis of the content, definition of appropriate metadata using corresponding standards (e.g. Dublin Core), definition and population of appropriate vocabularies covering the con-

tent using the developed vocabularies. In the end the structured content was stored in an electronic document management system that provides ease of information access and management and, ultimately, information sustainability.

The process was highly effective and efficient in terms of time and cost thanks to the team's high level of knowledge regarding the culture domain as well as its expertise and experience in semantic information modelling..

Benefits

The key benefits can be summarized in the following:

- o State-of-the-art cultural information management services
- o Ease of use to achieve information access, assortment and retrieval
- o Cost-effective management of the organization's cultural and historical archive.
- o High degree of content's reusability for any purpose

Visit at: http://www.tif.gr/index.php?name=News&file=article&sid=78

Contact us to find out how you can use advanced information management solutions for your cultural collection/archive, ensuring its sustainability as well as increasing user satisfaction and content delivery.

Contact Info
Alexandros Tzotzakis
360^A Kifissias Av. & 2 Marathonos St., 15233 Chalandri
T: 210 6927378, **F**: 210 6926813
E: info@imc.com.gr   www.imc.com.gr