



AdriaMuse.com,  
a new Communication Platform

I  
-  
U  
-  
A  
-  
V

## Summary

Introduction.....	3
IUAV's role .....	3
The Adriamuse.com platform.....	4
The Concept Model.....	4
Components.....	7
Harmosearch services.....	7
Adriamuse.db.....	8
Adriamuse.interface.....	10
Adriamuse.semantic.....	14
Conclusions.....	16
Licenses.....	17
Bibliography.....	17
About the authors.....	17

## Introduction

The AdriaMuse project evolved from the IPA Adriatic 2007-2013 Cross-Border Cooperation Programme. Co-financed by the European Union, it comprises 11 project partners, from five bordering countries along the Adriatic Sea shores. The participants include, on the western coast of Italy, the project leader - the Province of Rimini, the Artistic, Cultural and Natural Heritage Institute of the Emilia-Romagna Region; the IUAV University of Venice, the Veneto Region; the Province of Pesaro and Urbino; the Province of Campobasso; Skupa Ltd, C from the Molise Region. On the eastern Adriatic coast participants include the National Museum of Montenegro, the Albanian Municipality of Shkodra, the Government Service of Zenica-Doboj in Bosnia Herzegovina, and the Region of Istria in Croatia.

The strategy behind the AdriaMuse project is to strengthen and consolidate the partnerships as well as to promote sustainable development within the Adriatic area. These goals can be achieved by harmonizing any cultural tourism-related activities among the various partners, adopting two main types of actions. Ones that:

- encourage museums within the Adriatic area to be part of a network - Euromuse.net, an international showcase dedicated to gathering information related to European museums and major events, reaching a wider range of potential visitors;
- promote museum activities "beyond their walls", offering museum proposals even to those who do not go regularly to museums.

To attain both these goals, the network must not only be strengthened, but it must also be integrated. This implies adopting a set of information tools and communication services that help to create a common ground where knowledge, experiences and ideas can be shared among the partners. IUAV's efforts have focused in this domain, to build the activities whose profile is described herein.

## IUAV's role

IUAV has devoted its efforts to implementing Work Package 5, "Enlarging the network – IT tools for promoting museums and events".

The main goal of WP5 is to make it easier to access and to consult information related to the events being organized by the Museums of the Adriatic Area. Another equally important goal is to be able to disseminate this type of information via web, using state-of-the-art tools and technology, including semantic and collaborative devices.

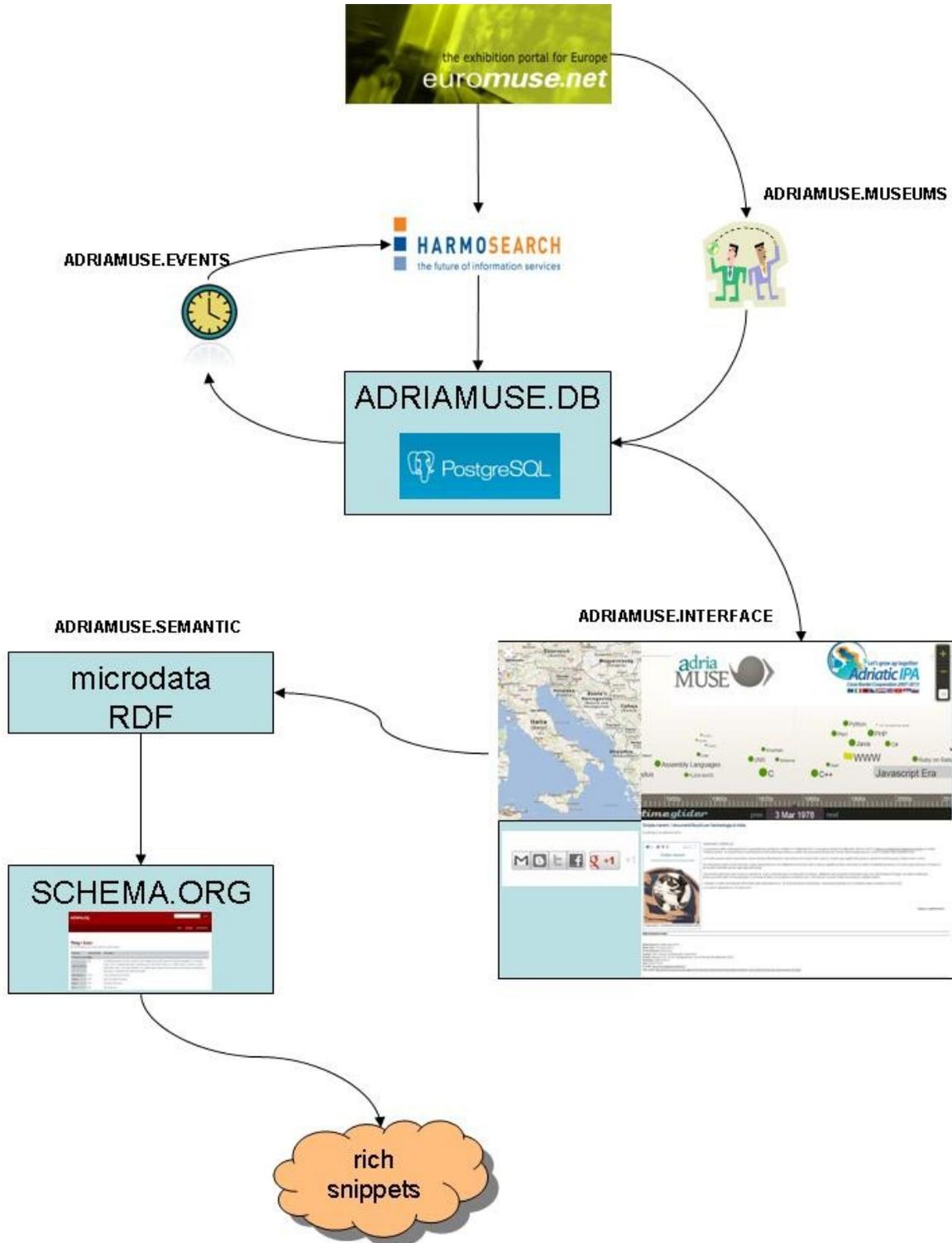
Data is accessed through the project's main portal that integrates a specific communication and collaboration platform called Adriamuse.com.

The following chapters describe the Adriamuse.com platform and the technical requirements needed for its implementation.

# The Adriamuse.com platform

## The Concept Model

The diagram below illustrates the architecture of Adriamuse.com.



The museums participating in the Adriamuse project are required to join the Euromuse.net and to load all information related to the events (Exhibitions in Euromuse) they are organizing and wish to promote via the network.

Two application modules transfer the information from Euromuse to Adriamuse:

1. **Adriamuse.events** is an application module that uses the web services provided by the Harmosearch project <sup>1</sup>. It allows periodic acquisition of data from Euromuse.net. Data collection is done according to the Harmonise ontology model <sup>2</sup> and then stored in a local database called **Adriamuse.db**.
2. **Adriamuse.museums** is a semi-automatic procedure that allows users to feed the Adriamuse.db database with the Museum Identity Records related to the events. However, Identity Records cannot be captured using the Harmosearch web services, since the project does not provide this feature. The Adriamuse.museum procedure stems from the collaboration between the IUAV development team and the Euromuse management team.

Users can access the data, arranged in the above mentioned way, through two additional modules:

1. **Adriamuse.interface**, a module that allows users to query the database asking information on events or on the Museum Identity Records, using two tools: a map and a timeline. Specific social buttons enable users to share events, submit their comments, and read the comments of others.
2. **Adriamuse.semantic** - the representation of events, accessed through the Adriamuse interface, is made using HTML5 microdata<sup>3</sup>, according to Schema.org<sup>4</sup>. Semantic enrichment, understood by specific software, can enhance the data related to events.

#### [Tacoma Dome Calendar - Tacoma Dome Events | Eventful](#)

View **Tacoma Dome's** upcoming **event** schedule and profile - Tacoma, WA. City/neighborhood: Tacoma Disabled access: No obstacles to access.

Wed, Jun 29 [Britney Spears - Jessie and ...](#) - Tacoma Dome, Tacoma, WA, 98421  
Fri, Jul 8 [Matthew Morrison](#) - Tacoma Dome, Tacoma, WA, 98421  
Fri, Jul 8 [NKOTBSB](#) - Tacoma Dome, Tacoma, WA, 98421

[eventful.com/tacoma/venues/tacoma-dome-/V0-001.../events](#) - Cached - Similar

*A query was made to the calendar of events. Using Schema.org and Html5 microdata, the search engine, even at this level, can provide some information about the contents: where and when the event takes place, who will be featured in the upcoming events.*

- 
- 1 The aim of the HarmoSearch project (Harmonised Semantic Meta-Search in Distributed Heterogeneous Databases) is to analyse and develop a platform-independent search mechanism for tourism services with heterogeneous data bases.
  - 2 The Harmonise project has defined a reference ontology for actors operating in the tourism industry which allows them to exchange information according to conceptual domains.
  - 3 Microdata is a WHATWG HTML specification used to nest semantics within existing content on web pages.
  - 4 Schema.org provides a collection of shared vocabularies that can be used to mark up web pages in ways that can be understood by the major search engines: Google, Microsoft, Yandex and Yahoo!

This solution is very useful since most of the common search engines, in the query results, manage to highlight even the information represented in microdata (Rich snippets<sup>5</sup>).

### Thing > Event

An event happening at a certain time at a certain location.

Property	Expected Type	Description
<b>Properties from Thing</b>		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
url	URL	URL of the item.
<b>Properties from Event</b>		
attendee	Person or Organization	A person or organization attending the event.
attendees	Person or Organization	A person attending the event (legacy spelling; see singular form, attendee).
duration	Duration	The duration of the item (movie, audio recording, event, etc.) in <a href="#">ISO 8601 date format</a> .
endDate	Date	The end date and time of the event (in <a href="#">ISO 8601 date format</a> ).
location	Place or PostalAddress	The location of the event or organization.

The data represented in Microdata and also in RDF<sup>6</sup> uses an *ad hoc* procedure. RDF is a standard model for data interchange on the Web, specified by the World Wide Web Consortium (W3C) with the purpose of making the Semantic Web<sup>7</sup> and Linked Data<sup>8</sup>.

## Components

### Harmosearch services

The HarmoSearch technology enables all users who have joined the service to exchange data using specifically created web services. In our particular case, the data exchanged as part of the Adri-amuse objectives, relates to the theme of cultural tourism.

Registration to this new beta-version service is currently free of charge.

HarmoSearch web services allow three types of actions:

- PushData: users can exchange data with other users;
- SimpleSearch: through simplified searching criteria users can search the data of other users;
- AdvancedSearch: advanced search criteria allows a user to search the data of another user.

5 Snippets are the few lines of text that appear in the search results and give the user a sense of the content of the page and its relevance to the query made.

6 RDF is a model for data interchange standards on the Web. <http://www.w3.org/RDF/>

7 <http://www.w3.org/standards/semanticweb/data>

8 <http://www.w3.org/standards/semanticweb/data>

At present, the users of HarmoSearch services also include EuroMuse.net and IUAV University, although their use is limited to the Event concept, as codified in the Harmonize ontology (which the users call "Exhibition").

Information related to each single Event includes the following:

- id: name and identifier of the data provider (in this case, Euromuse)
- eventTitle: title and sub title of the event
  - mainTitle (en + original)
  - subTitle (en + original)
- description: description of the event
  - shortDescription
  - longDescription
- category: list of categories the event belongs to
- location: event location
  - name
  - address
  - country
  - city
- timeline: event calendar and timetable
- organizer: who organizes the event
  - name
- price: the price of tickets
- documentation: links to online resources such as photos, web pages ...

## **Adriamuse.db**

The local database Adriamuse.db was developed combining PostgreSQL + PostGIS. PostgreSQL is an open source object-relational database system, while the PostGIS project adds support for geographic objects to PostgreSQL, creating a spatial database for geographic information systems.

The local database, adriamuse.com, can help to be less conditioned by any potential problem that may arise to Euromuse.net or to the Harmosearch web services and in addition, its use can improve the system's overall performance. Finally, the use of a local database makes it easier to construct interfaces and to organize the data according to the middle ontology schema.org.

PostgreSQL 8.4.11 in esecuzione su localhost:5432 -- Utente "iuav"

phpPgAdmin: PostgreSQL: adriamuse? public? museum?

Visualizza

Azioni	name_local_lang	local_lang	short_description_local_lang	name_eng_lang
Modifica Cancell	Museo della bonifica	NULL	Il Museo della Bonifica ha sede presso lo Stabili...	Museum of land reclamation Water-scooping system ...
Modifica Cancell	Museo archeologico Oliveriano	NULL	Il Museo Archeologico Oliveriano occupa tre grand...	Oliveriano Archaeological Museum
Modifica Cancell	Museo civico	NULL	Il Museo Civico documenta l'evoluzione degli inse...	The Civic Museum
Modifica Cancell	Centro culturale Mercato	NULL	L'edificio fu realizzato nel 1934 su progetto del...	"THE CULTURAL CENTRE ""MERCATO""
Modifica Cancell	Museo Internazionale del Vetro d'Arte e delle Ter...	NULL	Un museo dedicato ad un nobile materiale come il ...	International Museum of Glass and Spa
Modifica Cancell	Museo degli Sguardi	NULL	Il Museo degli Sguardi riunisce reperti raccolti ...	Museum of Regards
Modifica Cancell	Musei Civici di Pesaro	NULL	Costituiti da una Pinacoteca e da un Museo delle ...	Municipal Galleries of Pesaro
Modifica Cancell	MET Museo degli Usi e Costumi della Gente di Roma...	NULL	Il Museo vuole definirsi come momento vivo per la...	MET The Usages and Customs Museum of the People o
Modifica Cancell	MUSAS Museo Storico Archeologico di Santarcangelo	NULL	Il Museo Storico Archeologico di Santarcangelo di...	MUSAS Storical and Archaeological Museum of Santa..
Modifica Cancell	Museo di Storia Naturale e Archeologia	NULL	Il Museo di Storia Naturale e Archeologia di Mont...	Natural History and Archaeological Museum of Mont...
Modifica Cancell	Mateuska - Museo del Calcolo	NULL	La Matematica è il linguaggio base dell'Universo...	Mateuska - Mathmuseum
Modifica Cancell	Museo del PRECINEMA - Collezione Minici Zotti	NULL	Il Museo del PRECINEMA è anche conosciuto al pub...	Museum of PRECINEMA - Minici Zotti Collection
Modifica Cancell	Museo Sannitico di Campobasso	NULL	L'idea di un museo che raccogliesse le testimonia...	Museo Sannitico
Modifica Cancell	Museo della Città	NULL	"Erede di un patrimonio formatosi a partire dall'...	The Civic Museum
Modifica Cancell	Museo delle valli e Oasi naturalistica di Campotto	NULL	"Il Museo delle Valli si compone di due sezioni:...	Marsh Museum of Argenta and the Val Campotto Oasis
Modifica Cancell	Palazzo Mocenigo	NULL	Dimora patrizia, conserva preziosi arredi e dipin...	Mocenigo Palace
Modifica Cancell	Ca' Pesaro - Galleria Internazionale di Arte Mod...	NULL	Il Museo ospita importanti dipinti e sculture del...	Ca' Pesaro - International Gallery of Modern Art
Modifica Cancell	Torre dell'Orologio	NULL	La Torre dei Mori è uno dei segni architettonici...	Clock Tower
Modifica Cancell	Museo d'arte della città di Ravenna	NULL	Il Museo d'Arte della Città di Ravenna, istituit...	City Art Museum of Ravenna
Modifica Cancell	Museo della Centuriazione Romana	NULL	I reperti archeologici esposti provengono dal ter...	The Museum of the Roman Centuriation
Modifica Cancell	Ca' Rezzonico - Museo del Settecento veneziano	NULL	Ha sede nel monumentale Palazzo Rezzonico ed è c...	Ca' Rezzonico - Museum of the 18th century Venic...
Modifica Cancell	Museo Correr	NULL	Il Museo un percorso che va dalle sale neoclassic...	Correr Museum
Modifica Cancell	Palazzo Ducale	NULL	Palazzo Ducale è il luogo simbolo di Venezia, al...	Doge's Palace
Modifica Cancell	Museo Civico Archeologico Verucchio	NULL	Il Museo Archeologico di Verucchio espone una ric...	Museo Civico Archeologico Verucchio
Modifica Cancell	Museo dei Bronzi Dorati e della Città di Pergo...	NULL	Inaugurato il 9 ottobre 1989, il polo museale acc...	Museum of the guided bronzes and of the City of ...
Modifica Cancell	Casa di Carlo Goldoni	NULL	Palazzo Centanni è la casa in cui Carlo Goldoni ...	Carlo Goldoni's House
Modifica Cancell	Museo del Merletto	NULL	In un allestimento suggestivo, che porta anche al...	Lace Museum
Modifica Cancell	Museo del Vetro	NULL	Il Museo del Vetro presenta la più vasta rassegn...	Glass Museum
Modifica Cancell	Museo di Storia Naturale	NULL	Il Museo al piano terra ospita la Galleria dei Ce...	Natural History Museum
Modifica Cancell	Palazzo Fortuny	NULL	Palazzo Fortuny è più una casa-museo che un mus...	Fortuny Palace

30 riga(gh)

Indietro | Espandi | Inserisci | Ricarica

back to top

*The local DataBase Adriamuse.db*

## Capture of events

Event data is retrieved from Euromuse.net using the adriamuse.events software procedure. This procedure uses the Harmosearch web services to perform periodically the database updating.

To create Adriamuse.events, the following applications was developed:

- a client application, in Java, for the Harmosearch web services, used to retrieve event data from euromuse.net;
- a Php procedure for moving data into the local database.

## Acquisition of the Identity Record

Since Museum Identity Records cannot be acquired using the Harmosearch web services, data acquisition is based on a semi-automatic procedure, as set out by the Euromuse management team. The data is then transferred to the local database.

In addition, to properly represent the interface illustrated below, a PHP procedure was conceived. It connects the Identity data of museums with those related to the event.

## Adriamuse.interface

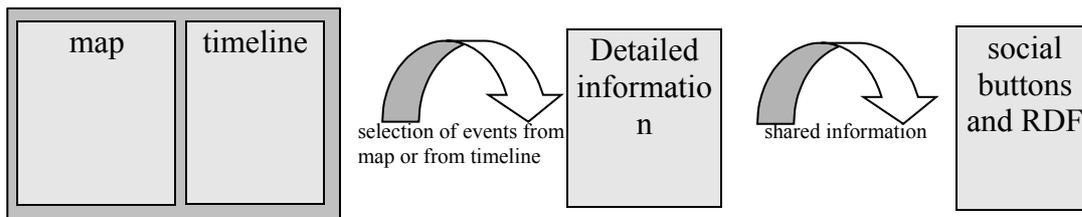
The data is published on an interactive web browser interface which has a map and a timeline. Users will find information on the Museums (defined as a physical place where permanent or temporary exhibitions are organized) and events (exhibitions), both in English and in the local language. Museums are always associated to a place and will therefore show a pair of spatial coordinates represented with a symbol on a map. Events are always defined by temporal coordinates (a start and end date of the event) which are represented on a timeline. Events may have a spatial location, but not always (as in the case of web events).



Adriamuse © - 2012

To share information related to events, create reviews and RDF contents, some "2.0" tools can also be adopted.

The Adriamuse.interface is organized in the following manner:



- icons related to museums and events appear on the map;
- icons show the number of events associated with a location;
- a timeline where users can set a time period (a month, a year ..) to see the events scheduled in that particular period, as represented along the time axis;
- because the map and timeline are related, when an icon is selected from the map, the corresponding event (the first, in case of multiple events) is centred in the timeline. In the same way, if an event is selected in the timeline, it is centred on the map;
- when an icon is selected from the map, a window balloon, with a short description of the event, opens, allowing users to access a detailed page.



## Data Presentation: map

Map is an interactive tool which allows access to geographical information. The Map illustrates:

- the museums that have joined both Adriamuse and Euromuse;
- the icon indicating the museum shows whether the museum is associated with events;
- events organized outside the museum walls, not in the organizer's location.



An event can be associated to a museum using the "location" concept, defined by the Harmonize

ontology. Currently, although there have not been events outside the museum, the application can nonetheless fulfil this sort of requirement, as requested by the Adriamuse project, which strives to be able to organize exhibitions located somewhere other than the organizer's museum. Map is provided by Google Maps, version 3.

### **Data Presentation: Timeline**

Timeline is an interactive tool that allows users to browse information with a time reference.

Timeline shows all events, regardless of their location.

Even a "footloose" event (i.e. an event on the web) can be represented. When the duration of an event is undefined (i.e. a permanent exhibition), it will simply be represented by an icon on the map.

Timeline was created using the widget software TimeGlider, a non-commercial license.



### **Linking GeoData to Time**

A geodatabase allows the direct mapping of events in parallel with a timeline as displayed on the map. The process operates as follows:

- accessing the system:
  - the map is automatically centred on "my city", where the user is;
  - the timeline is automatically centred on "today", the time the user is connected;
- all the events that include "today" are shown on the map;
- the timeline displays all the events visible in the map, around my city;
- panning or zooming the map, both the events shown on the map as well as the events shown in the timeline change;
- this feature can be disabled by using a specific button:



### **Museum event details**

By selecting an event/museum from the map, and the timeline, a new section opens up. It provides detailed information on the event and on the organizing body: title/name, address, long description, prices, photos etc...

## Mostra della Collezione

01 Jan 1990 - 01 Jan 2020

LE LUCERNE: Nonostante si tratti di una tipologia ormai ben identificata in Romagna e altrove, sono state rinvenute a Santarcangelo un gruppo consistente di lucerne che si caratterizzano per la loro specificità tecnica e decorativa. I tipi sono riconducibili a forme di imitazione delle lucerne africane che, sin dalla tarda età imperiale romana e poi fino al VI-VII secolo d.C. si diffusero con straordinario successo per tutto il Mediterraneo. Gli esemplari santarcangiolesi erano realizzati a matrice a doppia valva, una per la parte superiore e l'altra per il fondo, con decorazione sulla spalla e sul disco, molto stilizzata e ispirata alle coeve produzioni africane. I DIPINTI: La Madonna con il Bambino fra i santi Francesco e Giorgio di Luca Longhi, proviene dalla Chiesa di San Francesco, fondata nel XIII secolo fuori dalle mura, sull'antica via Emilia e sul limitare dell'area adibita ai mercati e alle fiere, e soppressa definitivamente nel 1862. La tavola è del 1531, firmata e datata in basso a sinistra, mentre a destra è raffigurato in completa armatura e inginocchiato, il committente Antonello Zampeschi, che ebbe in feudo Santarcangelo dal 1530 al 1534. Sempre in basso ma al centro, vi è lo stemma dei Zampeschi. Più recente è invece la Madonna con il Bambino di Guido Cagnacci, dipinto nel 1625. E' un'opera di particolare rilievo dato che si tratta di un raro dipinto giovanile che riflette il forte rinnovamento delle immagini sacre richiesto dal Concilio tridentino e dovuto all'impulso delle confraternite laicali e dei nuovi ordini religiosi.

### Opening Times

monday	00:00	00:00
tuesday	16:30	23:30
wednesday	16:30	19:30
thursday	16:30	19:30
friday	16:30	19:30
saturday	16:30	19:30
sunday	16:30	19:30

Organizer: IMC - Istituto dei Musei Comunali



### Gallery



## Social buttons and reviews

The page containing detailed information also has social buttons which can spread viral content on the web as: The Facebook Like button, the Twitter button, the Google +1 button, the RDF button (to export the events in RDF), the iCal button (to export the events in iCal) .



0



0



0



The above mentioned sharing tools help to disseminate the events published as part of the project.

In addition, Reviews express users opinion and can serve to assess the products and services. In our case, for instance, comments relate to an event in which the reviewer has participated in.

Your first-hand experiences really help other visitors. Thanks!

★★★★★ Your overall rating of this property

Very good the exposition and very good the place.

BBGVEJ  
Click to change

bbgvej

Send

### Reviews

review 30 - by anonymous, 01 February, 2013

★★★★★

Very interesting exposition. I suggest you visit it, better in weekdays.

review 25 - by anonymous, 19 November, 2012

★★★★★

Reviews help users to better identify pages with good content. Microdata and schema.org, enable Google to intercept information on reviews and comments within the content of a page. In a web search, this information leads to faster and more accurate access.

### [Dragon Age: Origins for PC - Dragon Age: Origins PC Game - Dragon ...](#)

★★★★★ Review by GameSpot - Nov 3, 2009

Wii, **Dragon Age**, and Tiger Woods in this GameSpot news update for ... I had a great hope for **Dragon Age** Origins, but, it didn't turn out quite what I think ...

[www.gamespot.com/pc/.../dragonage/index.html](http://www.gamespot.com/pc/.../dragonage/index.html) - 21 hours ago - [Cached](#) - [Similar](#)

## Adriamuse.semantic

The page containing the details of an event is written in the HTML5 standard. Semantics are provided by tagging the page with microdata, according to the schema.org ontology model. In addition, the same data can be produced in RDF (RDF button).

The content of the web pages can therefore be easily intercepted by the search engines, improving visibility and, in the long run, even rankings.

## Schema.org: Microdata and RDF

Schema.org is a middle ontology model which provides a collection of shared vocabularies that webmasters use to mark up their pages in order to be grasped by most search engines as: Google,

Microsoft, Yandex and Yahoo!

This model, using microdata, can provide semantic features to the web pages.

Microdata is used to tag information on web pages; Schema.org, in general terms, defines the way a specific resource, such as an event, must be structured.

Structured Data Testing Tool

URL HTML

```
<section>
<div class="grid_6">
<div itemscope itemtype="http://schema.org/Event">
<meta itemprop="startDate" content="2011-11-11T00:00:00" />
<meta itemprop="endDate" content="2013-03-31T00:00:00" />
<header>
<h1 itemprop="name">Divided Heaven. 1945 - 1968. The Collection.</h1>
<h2>11 Nov 2011 - 31 Mar 2013</h2>
</header>
<p itemprop="description">
After 'Modern Times. The Collection 1900-1945', the second instalment in the
National Gallery's collection of 20th-century art will go on display in
```

Maximum 1500 characters allowed. Over-length text will be truncated.

Google search results Google Custom Search

Preview

Your page title comes here  
www.example.com/  
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Extracted structured data

Item	
type:	http://schema.org/event
property:	
startdate:	2011-11-11T00:00:00
enddate:	2013-03-31T00:00:00
name:	Divided Heaven. 1945 - 1968. The Collection.
description:	After 'Modern Times. The Collection 1900-1945', the second instalment in the National Gallery's collection of 20th-century art will go on display in

*Through this "structured data testing tool" made available by Google, you can verify the correctness of the structure of microdata*

## Conclusions

The first development phase of Adriamuse.com has been accomplished, currently delivered in the beta version. The communication platform will follow shortly and will be available from the main Adriamuse portal. The goal of the platform is the dissemination of information on the events that are organized by cultural institutions (Museums) operating within the Adriatic area who in turn become part of Adriamuse and Euromuse.net.

Given the project's overall architecture and its close ties to Adriamuse.com, Euromuse.net and Harmosearch, Adriamuse.com may very well improve the visibility of all the events which are currently being disseminated using the Euromuse.net channel. Although a personal viewpoint, the three project partners, in such case, would have to come up with an agreement. Adriamuse and euromuse can nonetheless be considered two complementary projects which, through a third project, harmosearch, could be a good example of rationalization applicable to different European project contexts as well.

An updated Adriamuse.com version is foreseen in the upcoming future, one that takes into account the growing number of events presented through this platform. A good presentation method should envisage not only the provider's needs (the museum) but also the user's expectations (the tourist).

The recommended techniques and technology systems should meet both their needs. In such a way, the cultural offer presented through adriamuse.com can be appreciated based on the user's expectations and on their personal profile.

This new and important line of research should be followed throughout this project and even implemented in future ones.

## Licenses

<https://timeglider.com/jquery/?p=license>

[https://developers.google.com/maps/documentation/javascript/tutorial#api\\_key](https://developers.google.com/maps/documentation/javascript/tutorial#api_key)

## Bibliography

- Project Title: Harmonised Semantic Meta-Search in Distributed Heterogeneous Databases Grant Agreement, Microformat Usage and Specifications, December 2010, Sabine Schneider, Adriano Venturini
- HarmoNET Tourism Ontology User Manual Version 4.0 10.10.08 Wolfram Höpken, Ciaran Clissmann
- Tourism Harmonisation Trans-European Network Final Ontology Report January 31, 2006
- A Practical Guide To Building OWL Ontologies Using Protegé 4 and CO-ODE Tools Edition 1.1 Matthew Horridge, Simon Jupp, Georgina Moulton, Alan Rector, Robert Stevens, Chris Wroe The University Of Manchester
- <http://www.w3.org/RDF/Validator/>
- <http://schema.org/>
- <http://html5doctor.com/>
- [Rich snippets \(microdata, microformats, and RDFa\)](http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170)
- <https://developers.google.com/maps/>
- <http://timeglider.com/>
- <http://www.w3.org/RDF/>

## About the authors

Vincenzo Giannotti - Electronic Engineer, he designed adriamuse.com. He is currently the project director of Adriamuse at the IUAV University of Venice.

mail: [vincenzo.giannotti@iuav.it](mailto:vincenzo.giannotti@iuav.it)

web: [www.iuav.it](http://www.iuav.it)

Ivano Boscolo Nale - Computer Science Engineer he is currently the project analyst and developer of Adriamuse at the IUAV University of Venice.

mail: [ivano.boscolo@gmail.com](mailto:ivano.boscolo@gmail.com)

web: [www.iuav.it](http://www.iuav.it)