new digital platform of arc en rêve
specifications

The new digital platform of arc en rêve: a fully deployed edited content site, an online archive, as well as an information site

In addition to the informative function of the current site, the new online site must add three dimensions that are currently only marginally present: the archive function (permanent agenda), the editorial function (online editorial project) and the principle of interaction with the public (workshops) for a series of actions and activities. As a translation of this program, the tree structure of the new platform is structured around four complementary axes.

The Program: A Cumulative Chronological Agenda

One of the most functional aspects of the current site is the online program that provides access to documents and resources related to current, upcoming and past projects. This function, currently limited, must be maintained and reinforced for the new platform. This will result in the enrichment of the program's archive function. In addition to press releases, conferences and debates will be posted online, as well as all the texts produced in the framework of a project. The agenda will become a sort of cumulative archive of events proposed by arc en rêve.

The editorial project: an online multimedia publication

The main innovation of the new site is the introduction of an editorial function as a central element of arc en rêve's identity. This page, which will function as an online publication, will be bilingual and will feature articles or digital content (videos, podcasts, etc.) related to arc en rêve's various projects. This function will be highlighted on the home page of the platform. The rate of renewal of articles should be in line with the newsletter. The edited contents will be presented as articles of an online magazine. In addition to archiving in the agenda, a specific editorial referencing (chronological and thematic) of the articles must be proposed, so as to create dynamic thematic content groupings (clusters) within the site.

The Workshop: a pedagogical platform as a work in progress

The workshop is the part of the site that manages the actions that engage certain forms of interaction with our audiences. It offers a shared workspace with certain audiences (schoolchildren / visitors), designed in a more addressed and reactive way.
The new platform must allow more interaction with the public. In this perspective, the site becomes a living device and assumes the polyphony linked to this collaborative dimension. Some parts will be able to function as real online workshops designed around arc en rêve's actions and related to mediation. The educational workshop could be the object of such a treatment. In addition to announcing the various activities open to schoolchildren and unaccompanied children, the educational section could include the online archive of its workshops, with a selective archiving of certain actions in the form of a padlet (filmed walks, photographic workshops, educational editorial projects, etc.). Within the framework of a school visit, the site could be the support from which the children would be led to carry out a collective work in preparation or in the prolongation of their visit.
The ergonomics of this archive of pedagogical workshops should allow teachers to be guided, before a visit, towards what can be done.

The Kiosk: a section of online content and resources

The kiosk is the part of the site that provides online content and resources. The kiosk can be the sole medium for distributing press kits [1]. It can function as a database listing all publicly available archives, including PDFs of all past editions [2]. It could be the main place for disseminating and archiving events involving speaking engagements [3]. Finally, it could become a place for valuing support and collaborations [4].

1. Online press kit
The platform will be the unique support for the distribution of press kits. This availability must be accompanied by a gradual elimination of printed press releases. These files could be freely accessible to any public wishing to access them. Only access to HD visuals should be limited by password. The use of the PD for educational purposes by teachers or students as part of their research, should not be considered as a misuse but as part of the reason for the existence of the PD. Legacy PDs must remain accessible, for anyone who may have use for them (researchers, teachers, press).

2. Archive of past editions
The platform must make the online resources accessible as public material, capable of optimizing the visibility of arc en rêve. Whether press kits from past events, digitized conferences, or out-of-print editions, all resources for which arc en rêve has distribution rights must be grouped together in this section in PDF form, or for more recent content, in formats adapted to the web. Future paper editions will be designed to be easily converted to digital formats.

3. The speech archive
The new platform can include a section dedicated to speech events. This is a media library of conferences, symposiums and debates (which implies a post-production effort for the addition of subtitles and visuals mentioned with captions). This section will also host edited recordings of web only events, including podcasts. This section will have to be configured as a support in its own right, as are the showroom, the conference room or the book.

4. Sponsorship / collaborations
The new platform should include a section dedicated to sponsorship and support for arc en rêve, facilitating, for example, online donations. This part of the site must be distinct, as are advertorials in a paper magazine.

Specific characteristics of the site

The ergonomics of the site must be intuitive and clearly display its various functionalities (program / online edition / workshops / about).

The landing page, which is also the home page, mainly highlights a selection of articles. A sidebar gives access to the other features of the site (agenda/forum/online resources).

In addition to the current referencing which corresponds to that of a cultural institution, the new site must seek to gradually build the referencing of an online magazine.

The back office must facilitate the uploading of content, either by arc en rêve staff or by external collaborators. Using the current tool (wordpress) would be recommended. The transformation of the site must be easy (adding/removing sections) and without any restrictions from the designers. It must also be accessible from remote sites.

The back office must allow different levels of collaboration with specific prerogatives: administrator, editor, moderator, author, guest author, etc.

The distinction between content edited by the arc en rêve teams and content posted by the public (educational padlets) or partners (sponsorship forum) must be made clearly legible.

Special attention must be paid to integration with social networks. The site's functionalities must allow for the integration of feeds managed from social networks (Facebook, Twitter and Instagram), as well as the incorporation of audiovisual material uploaded to YouTube, simplifying the creation of content on the dedicated pages of arc en rêve on these networks.