

# Lessons Learned: Creating a New Preservation Workflow for Institutional Video at MoMA

DPC Workflow Webinars 2025

# Museum of Modern Art, Midtown New York, USA



# About MoMA



# About MoMA



# Media Conservation

Media Viewing Room



Work Room

Artwork  
Carriers  
in Temp  
Storage



# VDAM Project Background



# Leveraging Existing Infrastructure

# Digital Repository for Museum Collections (DRMC)



Video Game  
Software



Multimedia  
Installation



Digital Video

# DRMC Development - Partnerships

**netx**



Imaging &  
Visual  
Resources

Media  
Conservation

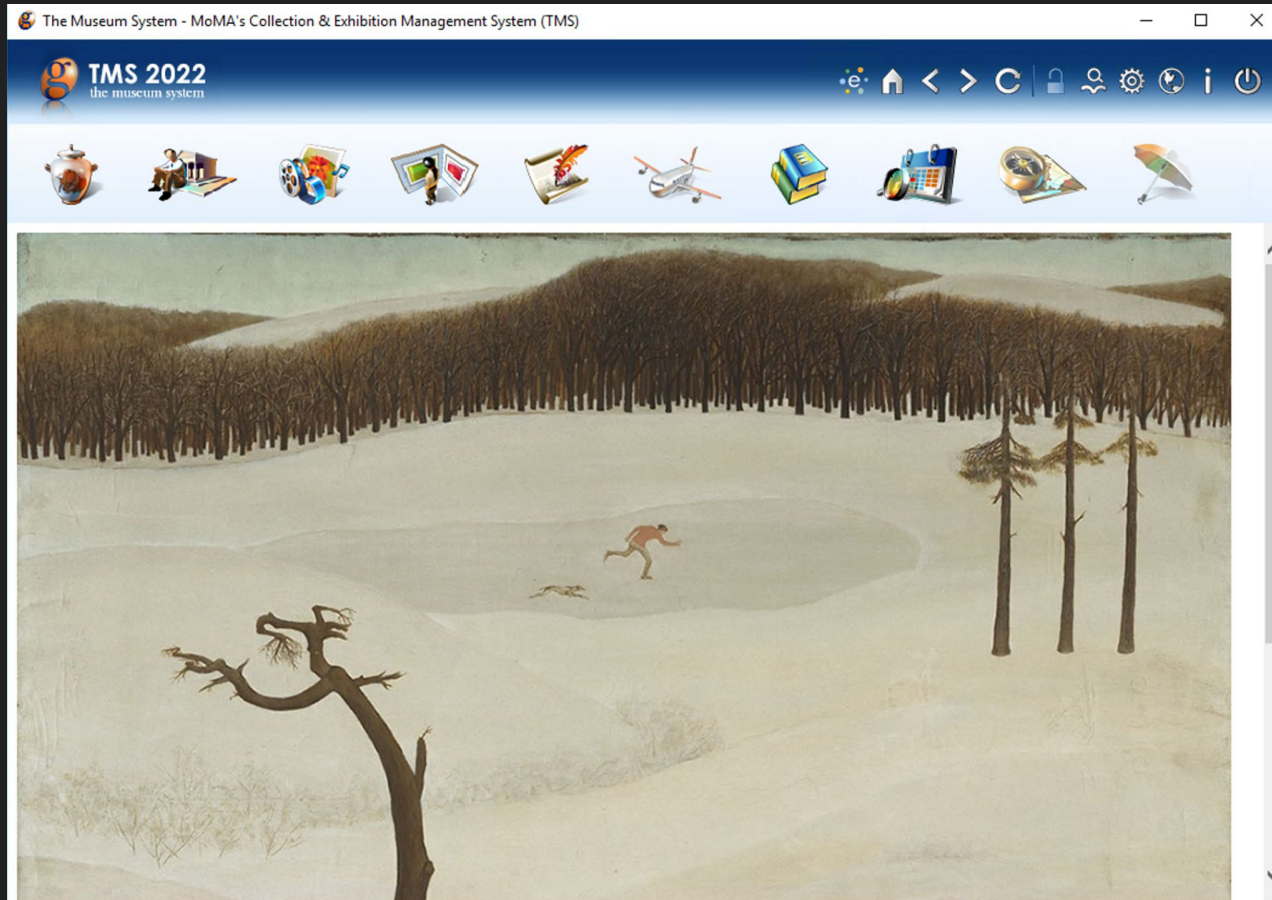
Information  
Technology

# Timeline of the DRMC Development



- 2007-2010 — Digital Artwork Survey and Basic Cataloging without Fixity
- 2011-2014 — Mass Digitization and Storage Plan Development
- 2015-2016 — Local LTO Storage with 3 Copies in Distributed Locations
- 2017-2019 — Software Improvements and Multi-Vendor Contract Management
- 2020-Present — Planning and Implementation of Migration to Cloud and Local Server Storage


# Collection Management: TMS



# Collection Management: TMS Objects Module

The Museum System - MoMA's Collection & Exhibition Management System (TMS) - [Objects]

File Edit View Query Report Conservation Registration Related Tools Maintenance Help

 **Painting & Sculpture**  
472.1941

75 / 90

Curator Approved  Glazed  On View  Accountability  In Jurisdiction


**Classification** + X [ ] [ ] [ ] [ ]  
Painting

**Date**  
Saint Rémy, June 1889

**Constituent(s)**  
Artist: Vincent van Gogh, Dutch, 1853–1890  
Donor: Lillie P. Bliss Bequest  
Previous owner: The van Gogh, 1857, 1894, Paris

**Group Information**

**Title** (8 Titles)  
The Starry Night



8 media on file...

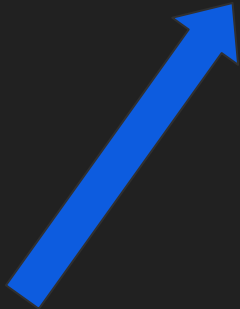
**Front Card** Notes Documentation Media Context Related Other Bibliography Flex Fields

**Medium**  
Oil on canvas

**Dimensions**  
29 x 36 1/4" (73.7 x 92.1 cm)

**Description**

**Credit Line**  
Acquired through the Lillie P. Bliss Bequest (by exchange)




# Collection Management: TMS and Physical Art Objects



The Museum System - MoMA's Collection & Exhibition Management System (TMS) - [Components]

File Query Report Tools Maintenance

 **Painting & Sculpture**  
472.1941

75 / 90

**The Starry Night**  
*[Nuit étoilée]*  
Artist: Vincent van Gogh

Saint Rémy, June 1889

Component Number	Component Name	Count	Active in TMS	Component Type
472.1941		1	<input checked="" type="checkbox"/>	Part of artwork
472.1941.FR	Louis XVII Gilded Ornate frame plus glazing	1	<input checked="" type="checkbox"/>	Accessory
472.1941.FR1	Silvered Bevel frame	1	<input checked="" type="checkbox"/>	Accessory
472.1941.FR2	black frame with gilded detail 2019	1	<input checked="" type="checkbox"/>	Accessory

Show Components  
Component Type  
All Component Types  
 Show inactive components

Description Notes Flex Fields Media


Physical Description

Storage Comments

Preparation Comments

Installation Comments

Component Barcode



Dimensions

Add Description Delete

# Collection Management: TMS and Digital Objects

The Product of Television, Commercial Television, is the Audience.

The Museum System - MoMA's Collection & Exhibition Management System (TMS) - [Components]

File Query Report Tools Maintenance

**Media and Performance** 447.1975 14 / 14

**Television Delivers People**  
Artist: Richard Serra

1973  
Standard-definition video (color, sound)

Component Number	Component Name	Count	Active in TMS	Component Type
447.1975.AV	.mp4 H.264 (digital file)	1	<input checked="" type="checkbox"/>	Part of artwork
447.1975.AV2	Digital File	1	<input checked="" type="checkbox"/>	Part of artwork
447.1975.x1	3/4" U-matic NTSC	1	<input checked="" type="checkbox"/>	Part of artwork
447.1975.x2	3/4" U-matic NTSC	1	<input checked="" type="checkbox"/>	Part of artwork
447.1975.x3	.mov H.264 (digital file)	1	<input checked="" type="checkbox"/>	Part of artwork

Show Components  
Component Type: All Component Types  
 Show inactive components

Description Notes Flex Fields Media

**Attributes**

Type	Value	Certainty	Path	Remarks
Status	Exhibition copy	(not assigned)		

**Text Entries**

Date	Text Type	Purpose	Status	Author	Text
Aug-01-2023	Conservation Notes		(not assigned)	Sarah Gentile	Media conservation file made
Aug-01-2023	Conservation Notes		(not assigned)	Sarah Gentile	General ...

Add Edit Delete

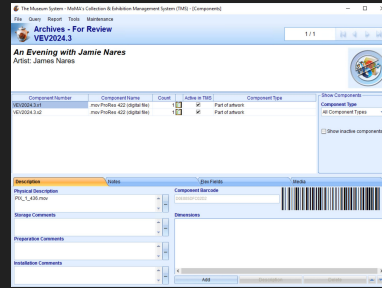
# Linking Physical and Digital Art with Collections Databases



Painting

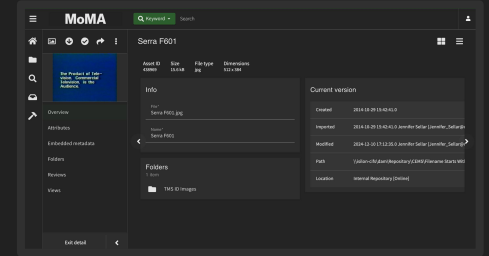


Video  
Artwork Object



TMS

Collections  
Management



NET-X

Digital Asset  
Management

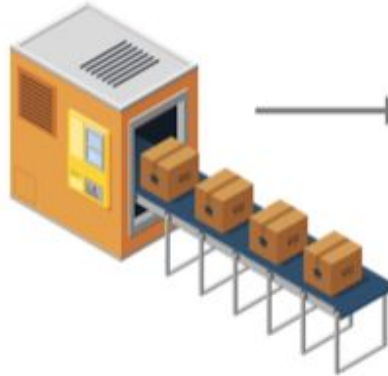
# Open Source Software & Vendor Storage Management

**artefactual**  
systems inc.

**archivematica**®

Robust Metadata and Fixity

```
01111010
10010001
11111011
10110111
01001010
```



**Dear future,**  
This string of bytes represent a **video** file. It is **51 minutes** long, and is in the **MOV** file format. It's dimensions are **720x1280** pixels, and it has a color space of **RGB**.  
**Sincerely,**  
**Archivematica**


Image by Cass Fino-Radin

# DAM Access



**MoMA** Keyword ▼ starry night

472\_1941\_vw2\_NFC



Asset ID	Size	File type
91666	104.9 MB	tif

### Info

File\*  
472\_1941\_vw2\_NFC.tif

Name\*  
472\_1941\_vw2\_NFC

### Current version

Created	2008-05-15 20:56:51.0
Imported	2008-05-15 20:56:51.0 Unknown
Modified	2024-12-16 11:35:41.0 Jennifer Sellar [Jennifer_S]
Path	\\isilon-cifs\dam\Repository\Conservation\Not f Sculpture\472_1941_vw2_NFC.tif
Location	Internal Repository [Online]

### Folders

1 item

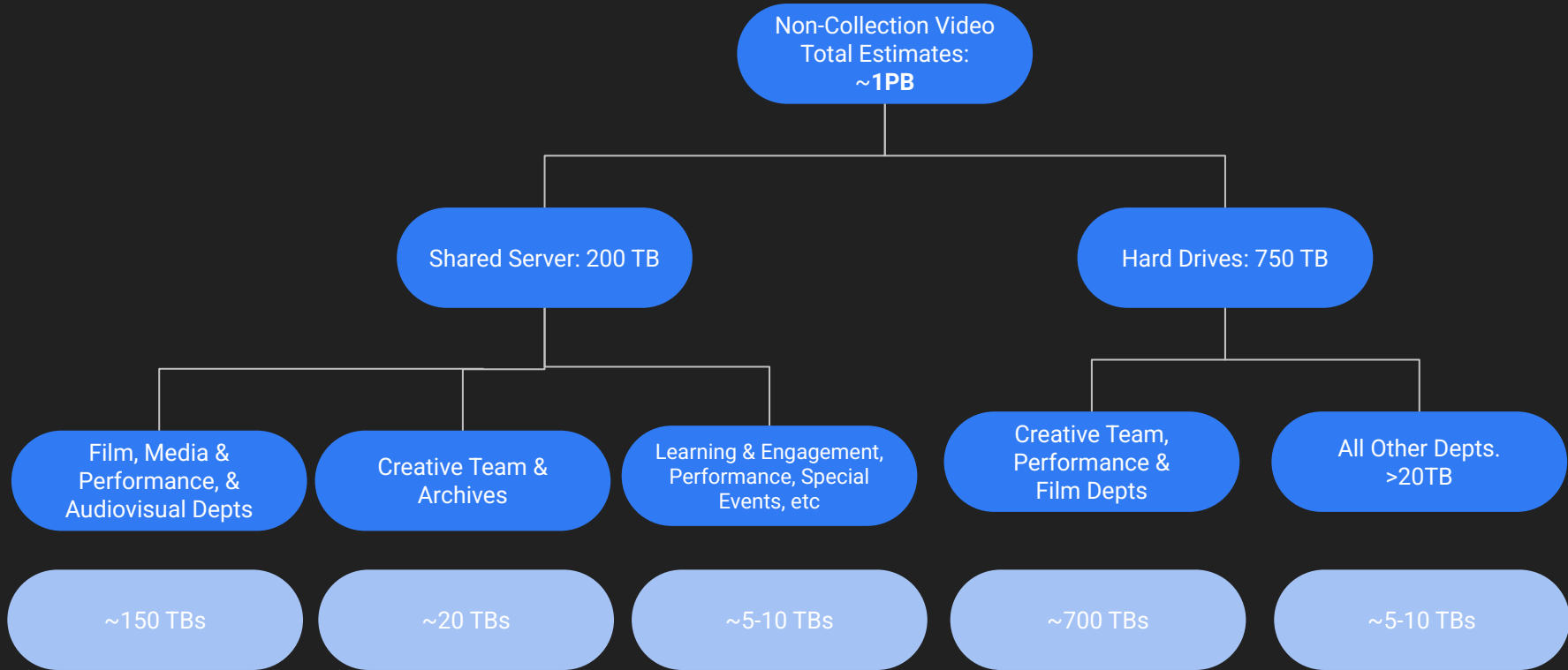
- Painting and Sculpture

Overview  
Attributes  
Embedded metadata  
Folders  
Reviews

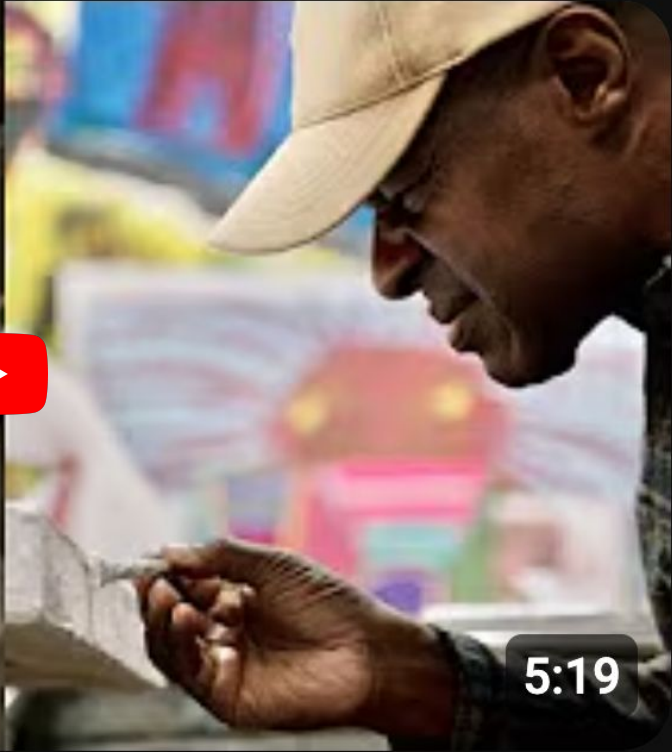
Exit detail

# VDAM Project Beginnings

# Non-Collection Video Storage in TBs



# MoMA Produced Video



# MoMA Social Media

The image shows a screenshot of the MoMA YouTube channel page. The interface is dark-themed. At the top, there is a navigation bar with the YouTube logo, a search bar, and icons for search, microphone, create, and notifications. Below the navigation bar, there are tabs for Home, Videos, Shorts, Live, Playlists, and Community. The main content area is divided into two sections: 'LATEST' and 'DOCUMENTARIES: HOW TO SEE'. Each section contains a grid of video thumbnails with titles, view counts, and upload dates. The 'LATEST' section features five videos, and the 'DOCUMENTARIES: HOW TO SEE' section features five videos. Each video thumbnail includes a MoMA logo and a duration indicator.

**Home** Videos Shorts Live Playlists Community

**LATEST** ▶ Play all

- MoMA** 5:19  
**Marlon Mullen painting the final piece for his solo show**  
The Museum of Modern Art ✓  
13K views · 2 weeks ago
- MoMA** 6:03  
**How Giorgia Lupi visualizes life through data**  
The Museum of Modern Art ✓  
8.5K views · 4 weeks ago
- MoMA** 6:20  
**Going Underground with Jamel Shabazz | Street...**  
The Museum of Modern Art ✓  
55K views · 1 month ago
- MoMA** 8:49  
**Guided Somatic Meditation for Emotional Release**  
The Museum of Modern Art ✓  
5.8K views · 1 month ago
- MoMA PS1** 4:49  
**How acrobats inspired Yto Barrada's sculptures you ca...**  
The Museum of Modern Art ✓  
3.7K views · 2 months ago

**DOCUMENTARIES: HOW TO SEE** ▶ Play all  
Short documentaries that take you deeper into the stories of modern art.

- MoMA** 14:48  
**How to See an Exquisite Corpse | Surrealism at 100**  
The Museum of Modern Art ✓  
30K views · 2 months ago
- MoMA** 15:13  
**The back of a Martin Wong painting unlocks the history...**  
The Museum of Modern Art ✓  
136K views · 8 months ago
- MoMA** 10:08  
**The making of "Chocolate Room" | Ed Ruscha | HOW T...**  
The Museum of Modern Art ✓  
37K views · 1 year ago
- MoMA** 14:57  
**AI Art: How artists are using and confronting machine...**  
The Museum of Modern Art ✓  
448K views · 1 year ago
- MoMA** 10:50  
**Horror Film Experts Take on Slashers, the "Final Girl," an...**  
The Museum of Modern Art ✓  
22K views · 2 years ago

# MoMA Event Recording Video

## An Evening with Basel Abbas and Ruanne Abou-Rahme

### Film

No upcoming events

Held on **Mon, Jun 13, 2022, 7:00 p.m.**  
MoMA, Floor T2/T1, Theater 2  
The Roy and Niuta Titus Theater 2

This film accompanies Modern Mondays and Basel Abbas and Ruanne Abou-Rahme: *May amnesia never kiss us on the mouth.*



# MoMA Archives Department Video from Collections

**MoMA**  
The Museum of Modern Art

Archives Home [Close window](#)  
[Contact Us](#) [Printable view](#)

Video Recordings

TABLE OF CONTENTS

- Overview of the Collection
- Arrangement
- Scope and Content Note
- Restrictions
- Related Material
- Administrative Information
- Container List

---

**Video Recordings  
in The Museum of Modern Art Archives**

The Museum of Modern Art Archives  
11 West 53 Street  
New York, NY 10019-5497  
<https://www.moma.org/research/archives/>

© 2008

The Museum of Modern Art Archives

Finding aid prepared by the Museum Archives.

---

**Overview of the Collection**

**Creator:** Museum of Modern Art (New York, N.Y.)  
**Title:** Video Recordings  
**Inclusive Dates:** 1961-Present  
**Quantity:** 1570+ items

---

**Arrangement**

Video recordings are catalogued according to the date of accession by the Museum Archives; i.e. tape 98-9 is the ninth recording to enter the Museum Archives collection of video recordings in the calendar year 1998. Video recordings are boxed numerically by accession number. The recordings have been and continue to be catalogued as they are received by the Museum Archives. They are given an accession number and are housed at our Queens facility in compact shelving, with the exception of the DVD recordings. All DVDs are located in Manhattan at The Museum of Modern Art Lewis B. and Dorothy Cullman Exhibition and Research Building at 4 West 54th Street. In Manhattan, DVDs are consulted in the reading room on a DVD player provided by the Archives. The rest of the collection is available in Queens, where the Archives has equipment to playback Umatic, VHS and Beta tapes.

---

**Scope and Content Note**

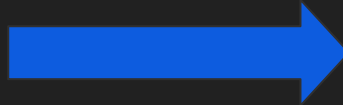
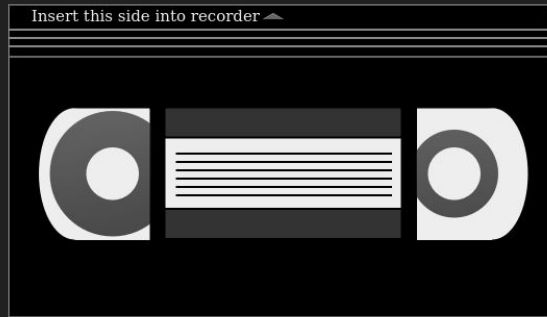
This collection contains recordings of events that either occurred at The Museum of Modern Art or are related to its programming. Types of events include interviews, lectures, speeches, symposia, panel discussions, exhibition installation and de-installation footage, exhibition walk-throughs, television footage and documentaries related to artists who have exhibited at the Museum.

Finding Aid



Analog Carriers

# MoMA Archives Department Video from Collections



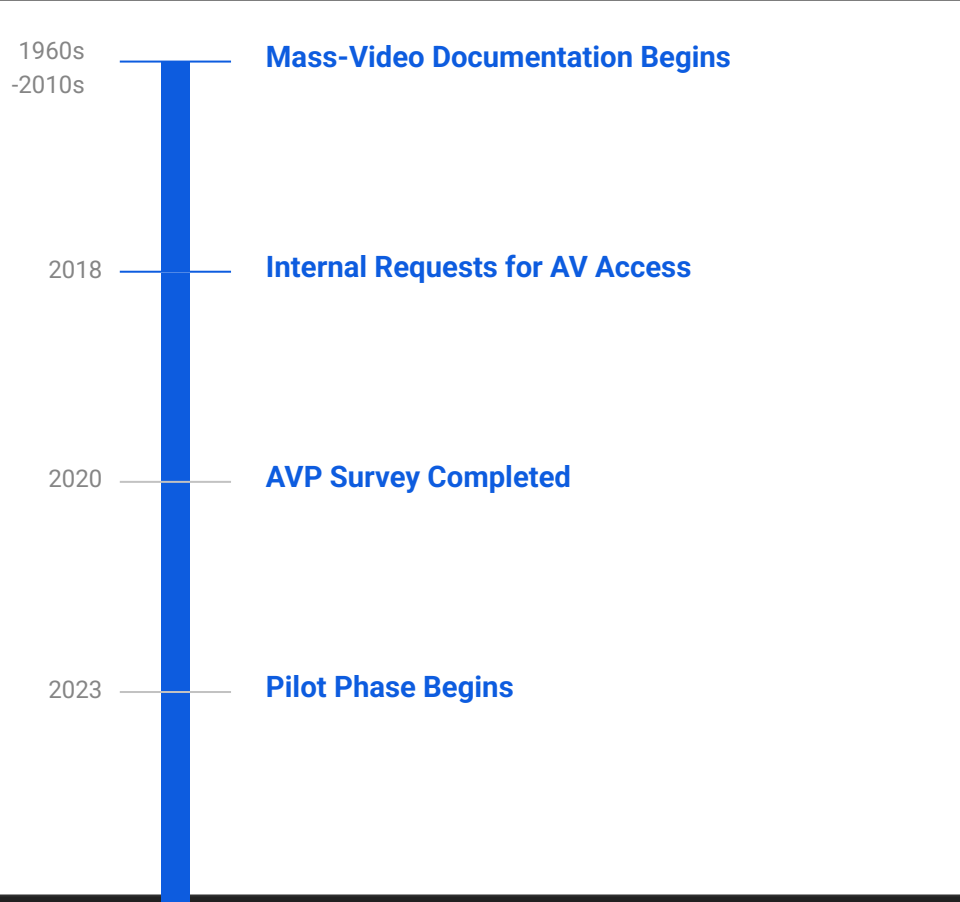
Digitization



PAD/D  
POLITICAL ART  
DOCUMENTATION  
AND  
DISTRIBUTION

# Timeline of the VDAM Project

VDAM\_VEV2024.126.x2\_MoMA\_PAxTON\_DISCUSSION\_MU...



# VDAM Development - Partnerships

Imaging &  
Visual Resources

Media Conservation

Information  
Technology

# VDAM Core Team Makeup

## Imaging and Visual Resources

Jennifer Sellar  
Mark Haydn  
Robert Kastler

**netx**

+

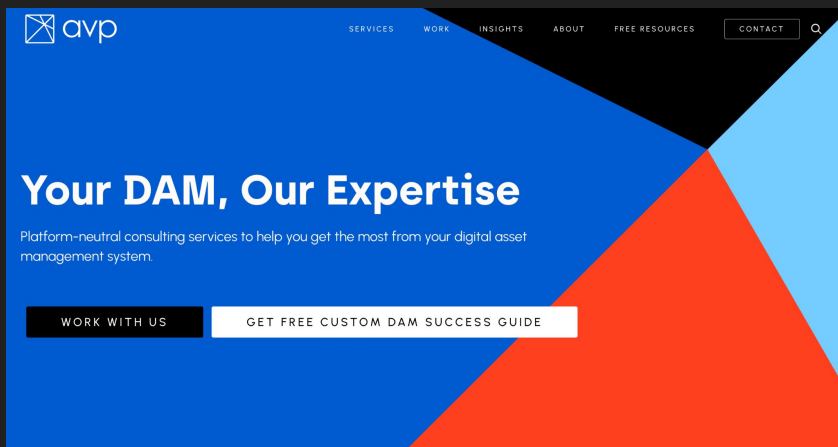
## Media Conservation

Peter Oleksik  
Sarah Gentile  
Amy Brost

**DRMC**

# Hiring Consultants - AVP

## Focusing on Cross-Departmental Needs and Strategies



The screenshot shows the hero section of the AVP website. It features a dark blue background with a large white triangle on the right side. The AVP logo is in the top left corner. The navigation menu includes 'SERVICES', 'WORK', 'INSIGHTS', 'ABOUT', 'FREE RESOURCES', and 'CONTACT'. The main headline is 'Your DAM, Our Expertise' in large white text. Below it is a sub-headline: 'Platform-neutral consulting services to help you get the most from your digital asset management system.' At the bottom, there are two buttons: 'WORK WITH US' and 'GET FREE CUSTOM DAM SUCCESS GUIDE'.

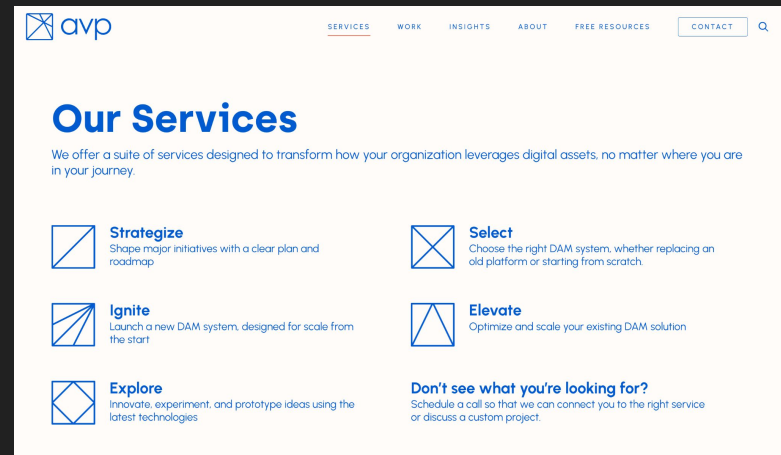
avp

SERVICES WORK INSIGHTS ABOUT FREE RESOURCES CONTACT

## Your DAM, Our Expertise

Platform-neutral consulting services to help you get the most from your digital asset management system.

WORK WITH US GET FREE CUSTOM DAM SUCCESS GUIDE




The screenshot shows the 'Our Services' section of the AVP website. It has a white background. The AVP logo is in the top left corner. The navigation menu includes 'SERVICES', 'WORK', 'INSIGHTS', 'ABOUT', 'FREE RESOURCES', and 'CONTACT'. The main headline is 'Our Services' in large blue text. Below it is a sub-headline: 'We offer a suite of services designed to transform how your organization leverages digital assets, no matter where you are in your journey.' There are three service cards: 'Strategize', 'Ignite', and 'Explore' on the left; 'Select' and 'Elevate' on the right. Each card has a square icon with a diagonal line and a brief description. At the bottom right, there is a section titled 'Don't see what you're looking for?' with a brief description.


avp


SERVICES WORK INSIGHTS ABOUT FREE RESOURCES CONTACT


## Our Services


We offer a suite of services designed to transform how your organization leverages digital assets, no matter where you are in your journey.

 **Strategize**  
Shape major initiatives with a clear plan and roadmap

 **Ignite**  
Launch a new DAM system, designed for scale from the start

 **Explore**  
Innovate, experiment, and prototype ideas using the latest technologies

 **Select**  
Choose the right DAM system, whether replacing an old platform or starting from scratch.

 **Elevate**  
Optimize and scale your existing DAM solution

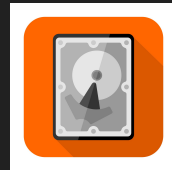
**Don't see what you're looking for?**  
Schedule a call so that we can connect you to the right service or discuss a custom project.

# Where Video Currently Lives at MoMA

Shared MoMA  
Networked  
Drives



Hard Drives in  
Offices  
Spaces



Online Cloud  
Storage  
Providers



# Starting with Current Work vs. Backlog

This Year's  
Video

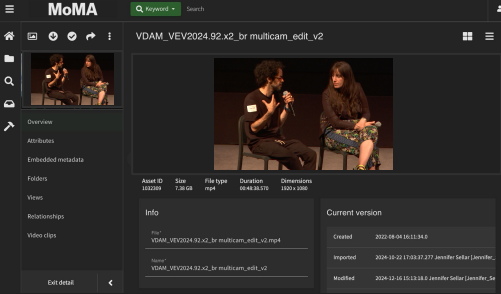
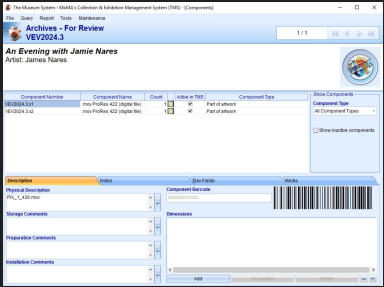
VS.

Entire Video Backlog:  
~1PB

Laying the foundation of the work  
& building connections

# VDAM Workflow Overview

# How VAM Materials are Linked to Collections Databases



Video

TMS

NET-X

Event  
Recording

Collections  
Management

Digital Asset  
Management

# Collection Management: TMS Event Module

The screenshot shows the TMS Event Module interface. The main window title is "The Museum System - MoMA's Collection & Exhibition Management System (TMS) - [Events]". The menu bar includes File, Edit, View, Query, Report, Related, Tools, and Maintenance. The event title is "An Evening with Basel Abbas and Ruanne Abou-Rahme" on Monday, June 13, 2022. The event ID is VEV2024.100. The interface is divided into several sections: a left sidebar with a description, a central "Objects" tab, and a right sidebar with "General" and "Attributes" tabs. A blue arrow points from the left towards the event title.

**An Evening with Basel Abbas and Ruanne Abou-Rahme**  
Monday, June 13, 2022

**An Evening with Basel Abbas and Ruanne Abou-Rahme**  
Monday, June 13, 2022  
Basel Abbas and Ruanne Abou-Rahme are known for research-driven work in video, performance, installation, and writing. Based between New York and Ramallah, they consider voices, images, and political movements on the fringe—from writer and political

**Event** | **Objects** | Constituent Li... | Documentation | Media Assets | Sites | Bibliography

VEV2024.100

**General** | Bibliography

**An Evening with Basel Abbas and Ruanne Abou-Rahme**  
Artist: Basel Abbas

Sub-Event 1  
Sub-Event 2

Remarks

**Attributes** | Flex Fields

**Attributes**

Type	Value	Certainty	Path

Add Edit Delete

# Streamlined V DAM Cataloging

Working with content-generating departments to catalog materials.

The Museum System - MoMA's Collection & Exhibition Management System (TMS) - [Components]

File Query Report Tools Maintenance

Archives - For Review  
VEV2024.100

1 / 1

**An Evening with Basel Abbas and Ruanne Abou-Rahm**  
Artist: Basel Abbas

Component Number	Component Name	Count	Active in TMS	Component Type
VEV2024.100.x1	.mov ProRes 422 (digital file)	1	<input checked="" type="checkbox"/>	Part of artwork
VEV2024.100.x2	.mov ProRes 422 (digital file)	1	<input checked="" type="checkbox"/>	Part of artwork

Show Components

Component Type  
All Component Types

Show inactive components

Description Notes Elex Fields Media

Physical Description  
PIX\_1\_272

Storage Comments

Preparation Comments

Installation Comments

Component Barcode  
507333BFDDFB2

Dimensions


Add Description Delete

# DAM Access



**MoMA**

**VDAM\_VEV2024.92.x2\_br multicam\_edit\_v2**



Asset ID	Size	File type	Duration	Dimensions
1032309	7.38 GB	mp4	00:48:38.570	1920 x 1080

**Info**

File*	VDAM_VEV2024.92.x2_br multicam_edit_v2.mp4
Name*	VDAM_VEV2024.92.x2_br multicam_edit_v2

**Current version**

Created	2022-08-04 16:11:34.0
Imported	2024-10-22 17:03:37.277 Jennifer Sellar [Jennif

Overview  
Attributes  
Embedded metadata  
Folders  
Views  
Relationships  
Video clips  
Exit detail

# VDAM Forecasting

2024

2025

2026

2027

## Planning Phase

Create workflows and design systems for distributing labor of VDAM. Find key allies to aid in cataloging and file prep to test design of system.

## Pilot Phase

Using newly created workflows, build up storage of materials in VDAM and share information with key stakeholders and content producers. Focus is on storage in large quantities.

## Expansion Phase

Review all remaining departments for expanding VDAM capacity and use. Train and onboard staff to use new systems to store and access MOMA-produced AV materials.

## Full Production Phase

Survey Y drive legacy material for inclusion in VDAM workflows. Work with interns and/or project staff to move this material into new preservation and access system.

# Workflow Set Up: Lessons Learned

# Lessons Learned: Use Existing Tools & Resources



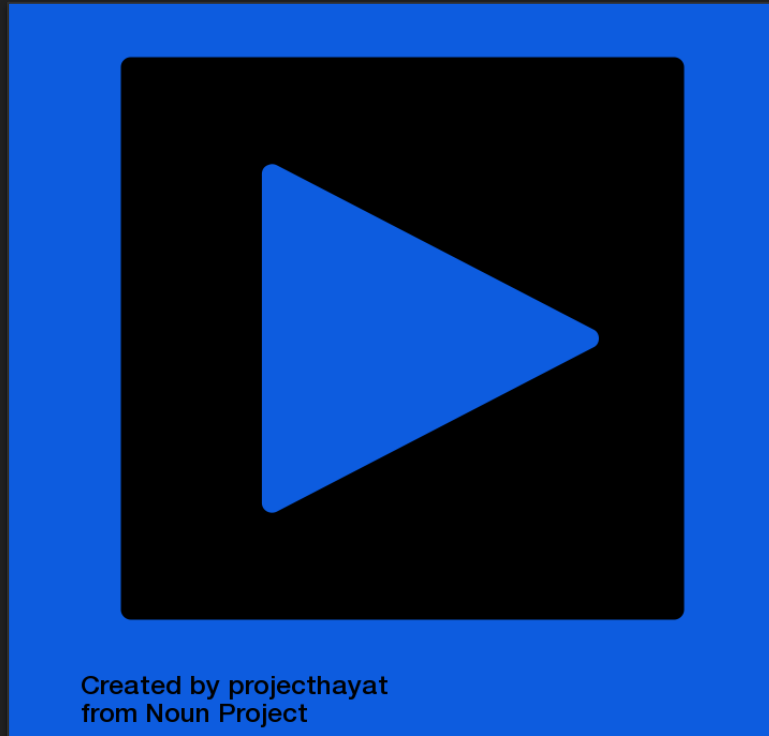
Created by VERA  
from Noun Project

# Lessons Learned: Build Coalitions of Collaborators



Created by Petr Bilek  
from Noun Project

# Lessons Learned: Start Today



Created by projecthayat  
from Noun Project

# Thank you

*I appreciate the support from:*

*MoMA Conservation, the VDAM  
Committee, and DPC.*



Image and photo credits:

All photos and screenshots courtesy of MoMA. All rights reserved.

Icons credits:

leader by corpus delicti from Noun Project (CC BY 3.0)

Collaborators by Petr Bilek from Noun Project (CC BY 3.0)

play by projecthayat from Noun Project (CC BY 3.0)