

## ***What is YUTZU?***

Madrid, January 20th, 2012

**Yutzu** is an online tool that allows you to compile information on the Web into an organized portfolio, commonly referred to as a “mini webpage”, on a topic of your interest. This portfolio or “mini webpage” is what we call a Yutzu.

Each individual Yutzu is part of the Yutzu website at [www.yutzu.com](http://www.yutzu.com). Yutzu allows people in the creative industries to collect, share, and publish multimedia content in an easy-to-use and intuitive way. It provides a work space that gives the author control over the creative process, the publication and visualization of content.

Yutzu facilitates the collection of multimedia and real time artifacts to create libraries of rich content around user-created topics, for both professionals and regular users. Yutzu makes collaboration between people who work in creative industries (filmmakers, fashion designers, curators, magazine editors, photographers, marketing professionals...) very easy.

Communicating that content with colleagues, audiences and friends is the third element of the Yutzu experience, and Yutzu offers several easy ways to publish and share the topics created.

Curators are using Yutzu to prepare art and photography collections, travellers to document their travel experiences, and teachers to develop online courseware so students can access materials and interact with colleagues and instructors.

It is also an ideal way to showcase new products and to present the latest fashion, to exhibit real state and to prepare multimedia advertising. The user chooses the materials to be shown, the way in which the content will be shown, and the multimedia tools appropriate for each Yutzu.

## Why Yutzu?

- It is an **easy** and **quick** way of ensuring presence on the world wide web. Creating a yutzu will often not take you longer than 15 minutes and at the click of a button, you are part of the online community.
- You **choose** the material to be shown and yutzu provides you with the tools to always display it in an **attractive** manner.
- Allows you to **collect** information, **pictures** and **videos** from other online sources such as **wikipedia, youtube, flickr** etc.
- Its most versatile tool, the **Y-pad**, is an interactive space in which users can work together on creating a document in real time and from any location.
- Work on yutzu can be done either **privately** (visible only by the yutzu collaborators) or **publicly** (for everyone on the web to see).
- A yutzu can be **embedded** in any website.
- It incorporates tools on many different spectrums such as related **links**, wikipedia, it is connected with **social sites** such as twitter (for active content), **image galleries**, etc.

## What can you do with Yutzu?

Yutzu is a tool for the creative mind, meaning that its use is only limited to your imagination. In other words, you can use Yutzu however it best suits your needs. Below, we will provide you with a few scenarios in which Yutzu could and has been used. Don't forget however, that the only limit is you!

- **Education:** whether you are a teacher or a student you can make Yutzu part of the learning experience. As a teacher you could create a Yutzu for your entire course or you could create one for each individual class. Making use of the Y-pad tool you can assign collaborative work to your students and be part of it at the same time. As a student you can plan your assignments, presentations, essays and any other project in yutzu. Incorporating yutzu in the classroom will make learning not only a more visual, but also a practical experience.
- **Generating Content** (journalism, blogs, etc.): working in collaboration or individually, you can create and continuously add information on any topic you have chosen for your yutzu.
- **Advertising** keeping in mind that your Yutzu can be embedded in any website, you can use it to advertise your product or service in a creative and innovative way.
- **Freelance:** regardless of the work you are doing on your own, you can always create a yutzu to introduce and promote the service or product you have to offer.

- **Small businesses:** you can create a yutzu and use it as a website for your business or you can create different yutzus announcing any special events or products within your institution and embed them into an already existing website.
- **Travel:** whether you own a travelling business or simply like travelling yutzu is a very visually attractive way of presenting your travel suggestions.
- ... and the list goes on ...

For further information, please contact to: [arianne.vanrell @ museoreinasofia.es](mailto:arianne.vanrell@museoreinasofia.es)

Arianne Vanrell Velloso  
Coordinadora de la Red iberoamericana para la Conservación del Arte Contemporáneo  
Grupo Incca Iberoamérica