This talk will make an argument that with the hype around Web 2.0 that the time has come to hone in on the question of how institutions and collections that follow singular logics and therefore stifle diversity can engage in dialogues with the publics that are truly reciprocal, allow for emergent understands, and maintain ontological fluidity. I will make arguments for this approach from ethical, design-oriented, and ethnographic perspectives primarily by discussing a destabilized digital archive project with the Zuni nation of New Mexico.