# CULTURAL HERITAGE COMMUNITIES AND AUDIENCES IN TODAY'S DIGITAL ENVIRONMENT

Berlin, 19 June 2018

**Margherita Sani** → *Moderator*
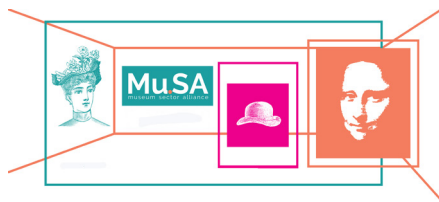*Istituto Beni Culturali della Regione Emilia-Romagna*

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**Pier Luigi Sacco** ▶
*Professor of Cultural Economics at IULM University Milan and Advisor to the EU Commission for Culture for the European Year of Cultural Heritage*

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**Dirk Houtgraaf** ▶
*Former Director of Information Services at the Cultural Heritage Agency of the Netherlands*

**Francesca Ricci** ▶
*Istituto Beni Culturali della Regione Emilia-Romagna*

**Melanie Lauer** ▶
*Media Officer with the Museum Foundation Post and Telecommunication*

**Achilles Kameas** ▶
*Coordinator Mu.SA project*

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design Beatrice Orsini

## MAKING CULTURAL HERITAGE ACCESSIBLE: DIGITAL INFRASTRUCTURES AND NEW COMPETENCIES FOR MUSEUM PROFESSIONALS

*A session organised by the Istituto Beni Culturali della Regione Emilia-Romagna in collaboration with the Mu.SA Project*

**09:30 - 10:00** ▶ *Welcome Coffee*
**10:00 - 10:30** ▶ *Opening by Julia Pagel, NEMO*
**10:30 - 11:00** ▶ *Keynote*

*Audience and access in the digital era*

**11:00 - 12:30** ▶ *Presentation of case studies*

*Museums in the international information infrastructure. Do we know what will happen? And what are we going to do?*

*Sharing data, sharing values: re-use of regional catalogues*

*The new normal. Reinventing our digital strategy*

*Empowering museum professionals with digital and transversal skills*

**12:30 pm - 13:30 pm** ▶ Lunch

**Lunch break programme**
*Emphos Project* presented by Luca Zan, University of Bologna (Italy)
*Museums and videogames, a case of success: the Father and Son's experience* presented by Ludovico Solima, University "Luigi Vanvitelli", Naples (Italy)

## How to make Cultural Heritage widely visible: the case of Digital Exhibitions

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*A session organised by the Institut für Museumsforschung and Michael Culture network*

**Monika Hagedorn-Saupe**
→ *Moderator*

**13.30 – 14.00 ▶ Keynote**

**Anne-Myrtille Renoux** ▶
The Louvre
**Marie-Veronique Leroi** ▶
French Ministry of Culture – DIN

*Coordinating digital innovation in museums*

**Susan Hazan** ▶
Israel Museum

*Performing the Digital Museum*

**Klaus Kempf** ▶
N.N., Bayerische Staatsbibliothek

*Virtual exhibition: "Martin Luther und die Reformation in Bayern"*

**Maria Teresa Natale** ▶
Michael Culture

*Creating virtual exhibitions with MOVIO*

**Ina Neddermeyer** ▶
Zeppelin Museum

*I want to see how you see – Curatorial practices of exhibiting virtual reality*

**15:30 pm - 16:00 pm ▶ Conclusions**

**Registration for the event: www.bit.ly/Conference19June**

Institut für Museumsforschung
Staatliche Museen zu Berlin

Michael Culture Association

NEMO Network of European Museum Organisations

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Museum für Kommunikation Berlin

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture