CULTURAL HERITAGE COMMUNITIES AND AUDIENCES IN TODAY’S DIGITAL ENVIRONMENT
Berlin, 19 June 2018

Margherita Sani ➔ Moderator
Istituto Beni Culturali della Regione Emilia-Romagna

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

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

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

11:00 - 12:30 ➔ Presentation of case studies

Audience and access in the digital era

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

Berlin, 19 June 2018

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

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**Monika Hagedorn-Saupe**  ➔  Moderator

**Anne-Myrtille Renoux**  ➔  Coordinating digital innovation in museums

**Marie-Veronique Leroi**  ➔  Performing the Digital Museum

**Susan Hazan**  ➔  Coordinating digital innovation in museums

**Klaus Kempf**  ➔  Virtual exhibition: “Martin Luther und die Reformation in Bayern”

**Maria Teresa Natale**  ➔  Creating virtual exhibitions with MOVIO

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