



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

Berlin, 19 June 2018

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

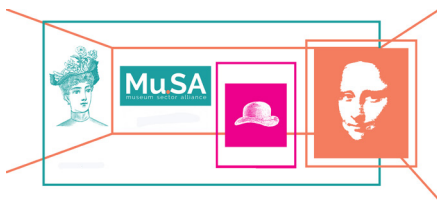
**Pier Luigi Sacco** ▶  
Professor of Cultural Economics at IULM University Milan and Advisor to the EU Commission for Culture for the European Year of Cultural Heritage

**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*

*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

*Coordinating digital innovation in museums*

**Marie-Veronique Leroi ▶**

French Ministry of Culture – DIN

**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](http://www.bit.ly/Conference19June)