

SIDE EVENTS

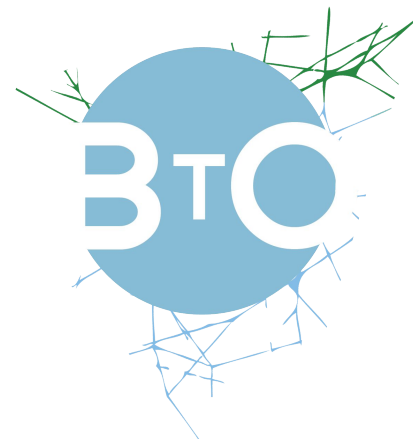
MuSA
museum sector alliance

BEYOND THE OBVIOUS

BELONGING AND BECOMING

15 | 17 NOVEMBER

ROME



DIGITAL OR NOT? QUESTIONS ON AUDIENCE DEVELOPMENT

THURSDAY, 16 NOVEMBER

17:30 - 19:00

PROGRAMME

"Digital or not? Questions on Audience development" debate aims at **critically** assessing the role of digital in engaging with audiences, opening up discussion on the role of technologies in increasing cultural participation and creating cultural content. Different perspectives on the topic will be brought to assess the role of digital in the debate of audience development. Targeted interventions and practical cases from **diverse actors** will provide an overview of a topic that is still finding a shared formula. From museums to gaming industry and performing arts, different viewpoints will be brought together in a moderated debate.

SPEAKERS

Alex Meszmer - Transitory Museum of Pfyf

Antonia Silvaggi - Mu.SA project, MeltingPro

Claudia di Giacomo - Fabulamundi, PAV

Alessandro Salvati - TUO Museo

Claudio di Biagio - Zètema Progetto Cultura

Sara Sottini - DICHE, CoopCulture

Moderated by: **Annalisa Cicerchia**

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