



CULTURAL HERITAGE COMMUNITIES AND AUDIENCES IN TODAY'S DIGITAL ENVIRONMENT

Berlin, 19 June 2018
Museum for Communication,
Leipziger Straße 16,
10117 Berlin-Mitte

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Emilia-Romagna

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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

▶ *Free, EU funded, entrepreneurship training for heritage professionals. The Emphos Project*

▶ *Museums and videogames, a case of success: the Father and Son's experience*

▶ *Cultural Heritage: innovative audience development best practices for community engagement'*

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

To register via Sharing Heritage (until 1 June) ▶ www.bit.ly/Conference19JuneSH

To register via NEMO (until 18 June) ▶ www.bit.ly/Conference19June