



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

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

**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

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Former Director of Information Services  
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Media Officer with the Museum  
Foundation Post  
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Coordinator Mu.SA project

**Luca Zan** ▶  
University of Bologna (Italy)

**Ludovico Solima** ▶  
University "Luigi Vanvitelli", Naples (Italy)

## 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*

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

## 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](http://www.bit.ly/Conference19JuneSH)**

**To register via NEMO (until 18 June) ▶ [www.bit.ly/Conference19June](http://www.bit.ly/Conference19June)**